

the 668.5 • 1

American Perfumer

and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

DECEMBER, 1952

Shoulder Decoration...

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WIRZ

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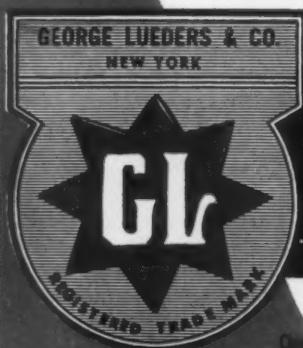
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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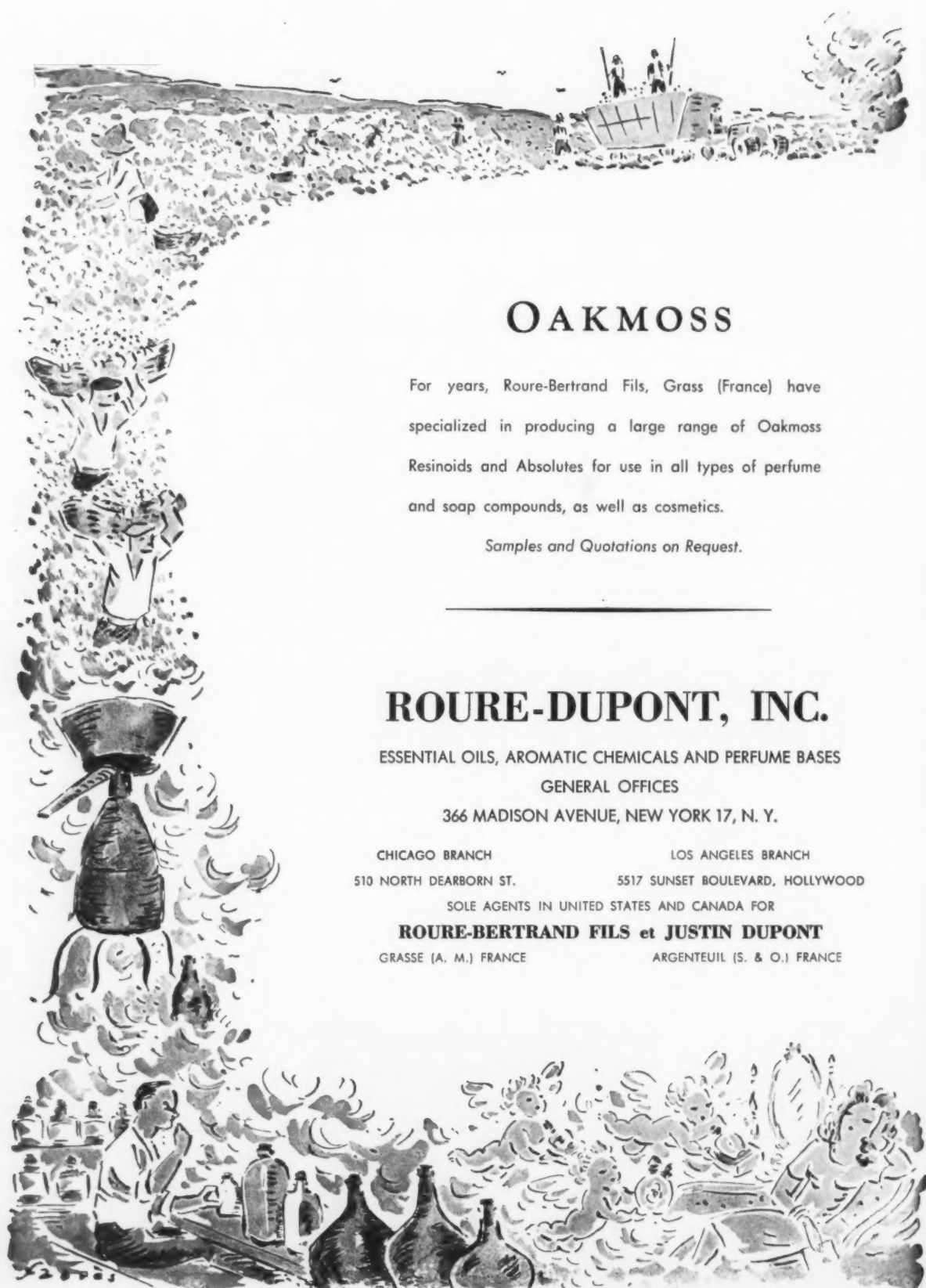
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HOW THE T.G.A. *helps* TO PROTECT YOUR TRADE MARKS


 THE TOILET GOODS ASSOCIATION maintains a Trade Mark Service, unsurpassed by that of any other business organization. This was one of the first activities engaged in by the Association and its predecessors and has for years been looked upon by the industry as one of its outstanding activities.


 THE SERVICE consists of several features of which probably the best known is the "Trade Mark Record" and its supplements. It is a book of more than 750 pages which lists all registered trade marks in the field of perfumes, toilet preparations and soaps as well as thousands of additional marks in use but not registered in the United States Patent Office. Supplements are published at frequent intervals.

 THE ASSOCIATION also maintains a card file of additional registrations and unregistered marks so that its listings are kept constantly up to date. A glance at the "Record" and supplements and a telephone call to Association Headquarters accordingly furnishes any industry member a quick and accurate means of establishing whether any name he contemplates using is in conflict with a mark already in use.

 EACH WEEK the Association's bulletin service advises members of marks registered in the Patent Office and marks published in the "Official Gazette" of the Patent Office for which registration is sought.

 A FURTHER and almost unique service lists in bulletin form, marks which have been filed for registration with the Patent Office weeks and at times even months ahead of their publication in the "Official Gazette".

 WHY DOES your Association maintain such an elaborate and costly service? Because your trade marks are your most valuable assets in this highly competitive business. Our lists advise you what marks are in use when you are about to name a new item. They advise others of your ownership of a trade mark which otherwise someone might infringe. As incidental benefits these lists are frequently consulted by stores and buying offices in search of goods, by motion picture, radio and television writers to avoid fictitious use of names already being used, by advertising agencies, news writers, even by "The Answer Man" in efforts to advise the public about trade marked merchandise. Suppliers also benefit by learning of new prospective purchasers through these lists.

 WE ARE exceedingly and, we believe, justifiably proud of this unexampled service to our industry.



THE TOILET GOODS ASSOCIATION, INC.
9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Further advertisements in this series will present to the industry what we feel will be an interesting picture of your Association's activities. Please read them and get to know us better.

TOP NOTES

by *Fritzsche*

Fritzsche Brothers Inc

Fritzsche Brothers Inc

A THOUGHT for the Month:
"You must have long-range goals to keep you from being frustrated by short-range failures."
—NOBLE

FLOWER of the Month

December—Narcissus
or Holly

January—Carnation
or Snowdrop

MAYBE
YOU
KNOW
HIM . . .



IF YOU are one of our neighbors above the Canada-U.S. border you very likely do, because he's handsome, hard working LLOYD W. SPECK, v.p. in charge of sales of our Toronto subsidiary, Fritzsche Brothers of Canada, Ltd. With the firm since 1924, few customers or prospects in all its eastern Provinces have escaped the unaffected charm of Lloyd's effective salesmanship. In the zealous pursuit of his principal duties, he has developed a secondary interest of not inconsiderable importance to those who know him intimately: *He seems to know just where the wily trout and muskies and the biggest game abound!* Add to hunting and fishing, golf, gardening and ice curling, and you have the formula that keeps this busy sales executive healthfully occupied in his all-too-limited off hours.

RECOMMENDATION of the Month

ABSOLUTE ROSE COMPOSITE F-240

There is a vast difference between *deserving* consideration and *commanding* it. Ordinarily, we would say that our ABSOLUTE ROSE COMPOSITE F-240 is fully deserving of the creative perfumer's consideration. Under present conditions of scarcity and high cost of genuine French rose absolute, we believe this outstanding replacement literally *commands* every perfumer's attention. It offers fidelity and economy that few materials can equal. Trial ounce \$15.00; \$240.00 for the pound.

G.T.O. #5

The above designation identifies a new and remarkably effective general purpose technical odorant recently released by our laboratories after exhaustive tests involving many successful applications. We believe this very powerful masking agent will provide an economical and much needed solution to a number of the unusual and unsolved odor problems that still hamper the sale and efficiency of certain industrial products and processes. Tell us what your masking problem is and we'll tell you whether or not* G. T. O. #5 is a possible solution.

*NOTE: If G.T.O. #5 does not provide a proper solution to your particular problem, we'll suggest a selection of all-proven odorants that will.

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for PERFUMES, TOILETRIES and COSMETICS

ODORANTS and DEODORANTS for INDUSTRIAL and TECHNICAL USE

SUPPLIERS of AROMATIC CHEMICALS, BASIC
PERFUME and FLAVOR RAW MATERIALS

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Brothers, Inc.

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BRANCH OFFICES and STOCKS: Atlanta, Georgia; Boston, Massachusetts; Chicago, Illinois; Cincinnati, Ohio; Cleveland, Ohio; Los Angeles, California; Philadelphia, Pennsylvania; San Francisco, California; St. Louis, Missouri; Toronto, Canada and Mexico, D. F. FACTORY: Clifton, N. J.

TAKE A
OF TH

Good Scents

FOR PERFUMERS



PERFUMES FOR TALCUM AND BATH POWDERS

When planning new talcums and bath powders, the chances of your product's gaining popular acceptance can be appreciably heightened by using fragrances of proven value and established acceptance. Here are a few random selections—perfumes we have developed especially for powders—that you can use with complete confidence. Save time and avoid risk by using odors of *proven* appeal.

FRENCH ORIENTAL	\$12.00 lb.
GARDENIA	\$ 6.50 lb.
ROSE	\$ 3.75 lb.
SWEET PEA	\$ 4.25 lb.
MEADOW BREEZE	\$16.00 lb.
CARNATION	\$ 7.50 lb.
FRENCH BOUQUET	\$16.00 lb.

TRIAL OFFER: Fill in coupon below as indicated and send it to us with your check or money order for \$1.00—to cover packing and handling—and we'll send you one-half ounce bottles of *any THREE* of the powder fragrances listed above.



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76 Ninth Ave., New York 11, N.Y.

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NAME

TITLE

COMPANY

ADDRESS

CITY ZONE STATE

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- ☐ GARDENIA
- ☐ ROSE
- ☐ SWEET PEA
- ☐ MEADOW BREEZE
- ☐ CARNATION
- ☐ FRENCH BOUQUET

ADVANTAGE
IS OFFER



MANY AND VARIED are the problems handled each day in our laboratories for perfume, cosmetic and toilet goods manufacturers throughout the nation. Multiplying this work of our laboratories by their weeks and years of daily application, we find ourselves possessors of a rich and abundant store of knowledge covering every conceivable phase of perfuming. What this means to a customer is obvious. Briefly, it means that this great reservoir of experience is ready to draw upon at all times and that we are most favorably situated to render prompt and informed service to the customer, whatever or however perplexing his perfume problem may be.

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Established



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• M E M O •

To: PHARMACEUTICAL MANUFACTURERS WHO HAVE PROBLEMS INVOLVING FLAVORS

From: FRITZSCHE BROTHERS, Inc.

Subject: FLAVORING "KNOW-HOW"....THE KEY TO IMPROVED PALATABILITY

These words are directed to manufacturers who have problems involving flavor....which is to say ALL proprietary and pharmaceutical manufacturers, because sooner or later, most of them do have problems of unpalatability to overcome.

In the past, manufacturers went little beyond the simple technique of the corner druggist who made his less pleasant tasting prescriptions more acceptable by the addition of stock flavors like cherry, peppermint or honey.

Today, that practice is being changed. The emergence of spectacular discoveries and amazing new products from the research laboratories of this great industry has produced a remarkable change in the attitude and thinking of its members. No longer does the archaic device of a receding past serve the needs of current progress.

In no division of pharmacy is this more evident than in the manufacturers' employment of flavors. The old standbys of yesterday are rapidly giving way to newer, better and more efficient flavors....flavors developed specifically - and scientifically - to do an individual and particular job.

And here, the need is for unlimited flavoring "know-how", - a kind of knowledge built upon long experience and complete familiarity with an incredible variety of basic raw materials. Not the sort of knowledge one acquires overnight!

And so, for the important task of making the fine, ethical products of modern pharmacy more palatable to the user's taste, many of the foremost manufacturers are having their flavor research requirements fulfilled more quickly, more satisfactorily and more economically by their reliance on FRITZSCHE - specialists in the art of flavoring since 1871.

FRITZSCHE BROTHERS, Inc.



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present production of many *well-established private brands*. You have available, if you wish, the product and formula assistance of Avon specialists in every branch of cosmetic and toiletries production. With more than 60 years of experience in the field... an experience difficult to match elsewhere... Avon is prepared to produce quality products that invite *more sales for you*.

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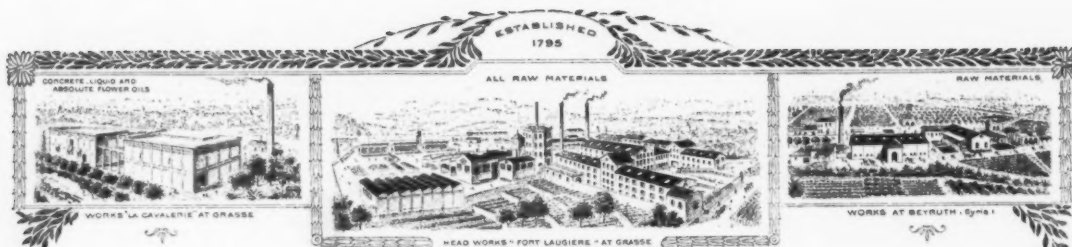
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of the master perfumer and the purity of
dependable materials.

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helps determine
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of the popular
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Desiderata

by MAISON G. deNAVARRÉ, F.A.I.C.

A.M.A. and Estrogen Creams —Again

Well, the dead old horse has received another shot of adrenaline and was brought back to a zombie's life for a few brief moments when the *Journal of the A.M.A.* (150, 790, 1952) ran a short article by Goldberg and Harris to show that estrogen cosmetics are harmful . . . in one case. It appears that a certain lady used a cream and lotion with a return of menopausal symptoms some years after these had ceased.

It seems to this department that it wasn't many weeks ago when the A.M.A. was howling through the public and professional press that new drug discoveries should not be sensationalized and that conclusions should be made only after adequate testing had established the true facts.

Furthermore, the Council on Pharmacy & Chemistry, or any of the other A.M.A. Councils, will not accept one case as proof of therapeutic results.

How, then, does the A.M.A. have the cheek to run such an article except as an ordinary clinical report? If a clinical report, it should be made to the profession. Why does it send out a "Press Release" on the story on such flimsy evidence for the lay press?

In fact, one might question whether the estrogen cream was the cause of the manifestation. The patient's endometrial hyperplasia might be explained otherwise. While it is possible that in this case the effects experienced by the patient were due to overuse of estrogen-containing cosmetics, there are peculiar and unusual circumstances.

The truth is, that the cream was not used as directed, and this cannot be held as an indictment of the product anymore so than a drug manufacturer can be held responsible for untoward effects resulting from excessive dosing by the patient.

Remember, water is safe only so long as used properly. When used excessively, people have been known to drown in it.

Colloidal Silver

Many readers will remember the colloidal silver dispersions highly advertised in European and particularly German literature before World War II and the catalytic effect these could have in aging liquor, perfume etc. Antiseptic properties seemed to have been missed although it has been known for a couple of generations that colloidal silver protein complexes were effective bactericides.

However, a new special development of colloidal silver now promises value in killing and inhibiting microorganisms. It appears to retain effectiveness at concentrations ranging from 1 to 1/20 p.p.m. The colloidal silver retains its effect against sodium thioglycolate (which interferes with mercurials). It seems to be inert (when stored in effective dilutions) in containers of different metals and even plastic, wood and rubber.

One can see immediate application for colloidal silver in plant processing and storage.

Liquid Stainless Steel

Based on a vinyl plastic compound the manufacturer has combined finely powdered stainless steel with the necessary vehicle to



M. G. deNavarre at work in his laboratory

form a quick drying liquid. The material can be sprayed, brushed or dipped. It is claimed to have the permanence of stainless steel along with its applications, such as resistance to chemicals.

Unsafe Vapors

At a meeting of the American Conference of Governmental Industrial Hygienists last April, a special report was adopted which sets the threshold limit for various gases, vapors, dusts, fumes and even radiations.

Some of the figures of significance to our industry are as parts per million:

- acetone—500
- ammonia—100
- n-butyl acetate—200
- carbon tetrachloride—50
- ethyl acetate—400
- ethyl alcohol—1000
- ether—400
- hydrogen sulfide—20
- isopropyl alcohol—400
- phenol—5
- stoddard solvent—500
- sulfur dioxide—10
- toluene—200
- iron oxide fume—15
- magnesium oxide fume—15
- mercury—0.1
- pentachlorophenol—0.5
- zinc oxide fume—15
- talc dust—20

A good many of these are not often encountered in dangerous quantity in a cosmetic manufacturing establishment with the possible exception of talc. The solvents for the most part are found in analytical laboratories and among nail polish manufacturers. This writer has found concentrations so



One call brings them all from Penick

ESSENTIAL OILS

FLAVORS

VANILLA PRODUCTS

PERFUME COMPOUNDS

OLEORESINS

Offering the full range of standard essential oils as well as a number of rare and unusual oils of finest purity and quality, many distilled in our own plant.

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high as to be nauseating on first exposure. Talc often is underestimated for the harm it may do to the individual if continually breathed daily. It is wondered how many face powder manufacturing and filling plants come within the limits stated above.

Aluminum Chlorohydrate

Many American companies have been faced with the problem of using an effective astringent that is non-irritating and non-tenderizing

to fabric in their foreign products originating in the United States with aluminum chlorohydrate. The problem need no longer exist for there is now a reliable supplier of this material in England who can ship to all sterling and soft currency areas where United States imports are either strictly supervised or restricted.

The supplier claims his material to be a stable complex requiring no buffer. It is available as either a 50 per cent solution or a granulated powder.

that you contact your cap supplier and show him what is happening.

985: Preventing Liquefaction

Q. Is there any such thing on the market, to your knowledge, as a vanishing cream packaged in tubes? I have searched for such a cream and know that a number of years ago there were several, but believe they have been discontinued because they were semi liquid and/or curdled. Is there any way to make a potassium emulsified or soda vanishing cream that can be packaged in tubes and will not liquefy when frozen? This has been a problem with us for a number of years and we are trying very hard to find a solution.

J. P. E., Alabama

A. Vanishing cream has been packaged in tubes many, many years. Off hand, we do not know if these have been withdrawn from the market, but certainly there are ways to prevent liquefaction of the cream when frozen and thawed. Thus, the use of a gum such as methyl cellulose immediately comes to mind. The limit on the amount you can use is determined by the kind of feeling and film you want left on the skin. As you know, methyl cellulose is actually more soluble in the cold than it is when warmed. Another way that you can overcome this is to use a polyolstearate such as glyceryl monostearate, replacing all or part of the stearic acid in your formula by the material. Naturally, the alkali will have to be reduced proportionately.

986: Chemicals' Sources

Q. I am referring to an article published in the scientific edition of American Pharmacal Association on the subject of "Relative Action of Sunscreen Compounds." The experiments were made at the University of California and M. G. deNavarre supplied the solution of the various compounds used in the experiments. I am very interested in two of these chemicals, namely, Digalloyl trioleate
Ethyl gallate

I will appreciate it if you will get for me the information from Mr. deNavarre as to where I could get the above mentioned chemicals.

L. R. C., Florida

A. Replying to your letter of recent date, digalloyl trioleate is sold by Firmenich and Co., under the trade name of Solprotex. You may buy ethyl gallate from the Heyden Chemical Co. in New York City.

Questions and Answers

981: Anti-Fog Preparation

Q. I would be grateful if you could send me a formula for an anti-fog, anti-mist, agent for use as an eye-glass cleaner. I would like it to be in the form of a lipstick and to have the consistency of lipstick. I also need a formula for an insect repellent in the stick form.

V. C. C., Ohio

A. Most anti-fog preparations consist of soap and a polyol with or without alcohol. More recently the combination for this purpose has consisted of polyethylene glycols liquid and solid. Off hand, a combination of, say, 30% polyethylene glycols 4000, 20% polyethylene glycols 1540, and 50% polyethylene glycols 500 could be moulded into a stick. You can vary these ingredients to suit your need. At the moment the only way that we know of making an insect repellent stick form is to solidify dimethylphthalate or Rutgers 612 with wax. The stick should contain at least 65% active ingredients.

982: Book on Odor

Q. Can you suggest some books on odors and methods of masking them?

P.B., Washington

A. The only text book that we know of on the subject of odors and methods of masking them is a book called "Odors and the Sense of Smell." The book by McCord and Witheridge entitled "Odors, Physiology and Control" may be of some help to you, too. Both books can be bought through the book department of The American Per-

fumer. Usually your supplier of perfume materials can help you in masking odors.

983: Creme Shampoo Viscosity

Q. We have developed a concentrated creme shampoo from the following ingredients: Duponol WA paste, Ninol AA62, and magnesium stearate. The product is in its cleansing and foaming qualities satisfactory but after it is diluted in the proportion of 1:7, it seems to be too watery. If it is possible to give the product a little heavier viscosity after it has been diluted, we would greatly appreciate any advice you may have to offer in this direction.

M.K.B., Ill.

A. We are not acquainted with Ninol AA62. Ninol 128 has been recommended for its thickening properties on dilution. It may be that you will require more than one part in the formula that you have given us.

984: Lotion Turns Sour

Q. I make a lotion that is composed of the following ingredients (formula given). What makes it turn sour and smell like spoiled milk a few weeks after it has been bottled?

G. A., Ill.

A. One of two things is happening to your lotion which turns it sour. Either the glue holding the liner in the cap is fermenting and thereby contaminates the product it contacts, or your preservative is leaving the water phase and going into the oil phase. We rather suspect it is the first case and accordingly suggest

We suggest our

LEPTYS 1500

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Toilet Waters
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We call the note aldehydy but you would not know there are aldehydes in it. This composition is well balanced, and while we all know that balanced blending is the secret of good perfumery, not many compositions have that distinction.

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W. D. KUMLER*

Action of Sunscreen Compounds

A simple and rapid method of evaluating the relative screening action of sunscreen compounds is given. The optical density of a 0.1 per cent solution in a 0.1-mm. fused silica cell is measured at 3,080 Angströms, the peak of the "Sunburn Curve." The optical density is divided by the per cent concentration, thus reducing all values to those given by a 1 per cent solution. These values are termed the sunscreen index (S.I.) of the compounds. Values of the index are given for 45 compounds. An example is given showing how the sunscreen index may be used to calculate what per cent of any of the compounds is needed in a given thickness of film to screen out any given per cent of the light which produces sunburn.



The amount of sunburn depends on the product of the intensity of light of a particular wavelength reaching the skin times the relative effectiveness of that wave length in producing erythema.

SINCE a number of compounds are available for filtering out the ultraviolet rays which produce sunburn, a simple method of evaluating the relative effectiveness of such compounds is desirable. It was pointed out by Kumler and Daniels (1) that the long wave-length band of the erythema wave-length curve was not sufficient to decide where the maximum absorption of sunscreens should be, since the amount of sunburn produced depends not only on this curve but also on the amount of sunlight in the erythema region reaching the subject. The amount of this light reaching the earth depends on a number of factors, some of which are the time of day, the latitude, the amount of sunspot activity, the amount of ozone in the upper atmosphere, the amount of dust in the air, etc. The sunlight intensity wave-length curve used (1) was for normal sea level conditions and was similar to those reported by Moon (2). If the subject is at some higher altitude the curves of Götz (3) would apply. However, the amount of shift in the intensity wave length curve in going to an altitude of 10 kilometers is not very great and even at 15 kilometers there are no wave lengths of appreciable intensity below 2,900 Angströms (4). Obviously that portion of the erythema curve below which there is no light from the sun is not pertinent to the sunburn problem. Therefore there is no need for considering any wave lengths below 2,900 Angströms.

The amount of sunburn is dependent on the product of the intensity of light of a particular wave length reaching the skin times the relative effectiveness of that wave length in producing erythema. The ordinates of the erythema curve were multiplied by the ordinates of the sunlight energy wave-length curve, thus obtaining the "Sunburn Curve" (1). The peak at 3,080 Angströms

* College of Pharmacy, University of California, San Francisco. Reprinted from the Scientific Edition of the Journal of the American Pharmaceutical Assn., Sept. 1952, page 493. Thanks are due to Maison G. de Navarre who supplied the 1% solutions of 45 compounds and to Dr. O. R. Wulf for several helpful discussions.

*Military Specification

Sunburn-Preventive-Preparation, Cream Paste

MIL-S-11262 (QMC)

10 July 1951

1.1 Scope.—This specification covers a sunburn preventive preparation cream paste of one type and grade suitable for use at temperature range from 0° to 100° F., and provides good protection against sunburn when applied to the skin before exposure to burning rays of the sun. . . .

COMPOSITION OF SUNBURN PREVENTIVE PREP- ARATION, CREAM PASTE

Ingredient	Parts by weight	
Light amber petrolatum	36.5	0.5
Stearyl alcohol	3.5	0.1
Mineral oil	15.0	0.2
Sesame oil	2.0	0.1
Calcium stearate	10.0	0.2
Kaolin	30.0	0.1
Sunscreening agent	See 3.2.7	

3.2.7 SUNSCREENING COMPOUNDS.—Sunscreening compounds and amounts shall be only those approved by the procuring agency at time of invitation for bid. (See 6.2). . . .

3.6 Transmission of harmful rays.—The sunburn preventive preparation shall show not more than 1 percent ultra violet light (2,900 to 3,150 Angstrom units) transmission when a film thickness of 0.001 inch, which is approximately 2.5 milligrams per square centimeter, is tested as specified in paragraph 4.3.3. . . .

4.3.3 ULTRA VIOLET TRANSMISSION.—Tests shall be conducted by a laboratory designated by the procuring officer. A Beckman Spectrophotometer or other suitable instrument which will indicate accurate transmission results, in the range desired, may be used. The specified thickness of the cream paste shall be examined in this instrument and a transmission curve shall be plotted for every 100 Angstrom units in region specified. . . .

6.2 APPROVED SUNSCREENING COMPOUNDS.—A list of the approved sunscreening compounds may be obtained from the procuring agency. . . .

The following are the approved compounds:

Monoglyceryl p-amino benzoate	3%
Escalol 75A	5%
2-Ethyl Hexyl Salicylate	5%
Digalloyl trioleate	3%
Homo menthyl Salicylate	8%
Dipropylene glycol Salicylate	4%

gives the wave length where maximum protection is needed. The base of the curve extends from approximately 2,900 to 3,260 Angströms. This curve is sufficiently narrow so that if a compound has good absorption at its peak the probability is high that the compound will have adequate absorption to screen out effectively the wave lengths covered by the other por-

tions of the curve. The relative screening power of different sunscreen compounds can thus be effectively compared by making one measurement of the optical density at 3,080 Angströms in solutions of the proper concentration.

Experimental

The compounds measured in this investigation, with the exception of ethyl *p*-dimethylaminobenzoate, were supplied to us in 1% solution in propylene glycol by M. G. de Navarre. The solutions were measured with a Beckman ultraviolet spectrophotometer, using fused silica cells of 0.1-mm. path length. The more effective compounds could not be adequately evaluated at this concentration and path length because their densities were too high. Solutions of these compounds were then diluted tenfold, using 95% alcohol resulting in 0.1% solutions which brought the densities down to a value where the relative absorbing power of the various compounds for the rays producing sunburn could be compared.

The relative effectiveness of the compounds in stopping the sunburn producing rays is expressed in Table I as a number obtained by dividing the optical density of the solution at 3,080 Angströms by the per cent concentration of the solution. The values, termed the "Sunscreen Index," then represent the density of a 1% solution of the compounds at a path length of 0.1 mm. The fact that isobutyl *p*-aminobenzoate has a higher value than the propyl compound appears anomalous and may be due to the relative purity of the compounds, which, with the exception of ethyl *p*-dimethylaminobenzoate, were commercial products not purified further.

The optical density has been chosen to compare the different compounds, rather than the per cent transmission, because sunburn depends on the amount of light absorbed by the skin in the sunburn range, and the amount of light that is screened out is given directly by the optical density. On the other hand, the light screened out is a log function of the transmission.

The numbers in Table I for the "Sunscreen Index" (S. I.) can then be used to compare the effective sunscreening power of any compound with any other compound on a weight basis. Thus propyl *p*-aminobenzoate is $9.0/3.0 = 3$ times as effective, and the ethyl *p*-dimethylaminobenzoate is about 5 times as effective as 3-carboxycoumarin as far as the screening power of equal weights of the compounds are concerned. Now this does not mean that effective sunscreening preparations cannot be made from agents lower down in the table, because by using a higher concentration of an agent low in the list the same screening can be achieved as with a low concentration of some other agent above it. Thus a 3% solution of 3-carboxycoumarin would have as much protective action as a 1% solution of propyl *p*-aminobenzoate, considering only the relative absorbing characteristics of the compounds themselves.

Sometimes other factors enter into the effectiveness of the ultimate preparations, such as the thickness of the film that is formed on the skin when the preparation is applied, the decomposition of the compound in the presence of light, etc. If this film is twice as thick in one case as in another, the protective action of the one preparation would be double that of the other, although the two preparations might contain equal amounts of the same sunscreen compound. Factors of

this type are not taken into account by the figures in Table I. This and perhaps some other factors can only be evaluated by actual tests on human subjects. However, one is frequently concerned not with these other factors but only with the relative effectiveness of various compounds on a weight basis in absorbing the rays that cause sunburn, and on that basis, the values of the sunscreen index given in Table I have significance.

Calculating Specifications

The "Sunscreen Index" (S. I.) of the compound can be used to calculate the per cent of the compound that should be incorporated to screen out a certain percentage of the sunburn-producing rays under any given set of conditions. For example, the armed forces have set up specifications* that a preparation shall not transmit more than 1% of the rays in the sunburn region through a film 0.001 inch thick. One can calculate what per cent of any one of the above compounds would have to be incorporated in a preparation to give this amount of screening. The figures in Table I are for a cell 0.1 mm. or $0.1/10 \times 2.5 = 0.004$ inch thick. A transmission of 1% corresponds to an optical density of 2. Therefore if x is the per cent of the compound that would have to be incorporated for 1% transmission under these conditions, then

$$x = \frac{2 \times 4}{\text{S. I.}} = \frac{8}{\text{S. I.}}$$

Thus for *n*-butyl *p*-aminobenzoate, x would be equal to $x = (8/8) = 1\%$ and for methyl salicylate it would have a value of $x = (8/4) = 2\%$. This signifies that a 1% solution of the former and a 2% solution of the latter when present in a film 0.001 inch thick would transmit 1% of the rays in the sunburn region. Since the specifications call for a transmission of less than 1%, the actual concentration used would have to be higher. Allowing for a safety factor of 100%, the concentration for *n*-butyl-*p*-aminobenzoate should be 2% and for methyl salicylate 4%.

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Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

	1951	1950
January	\$11,547,853	\$12,255,363
February	14,338,420	12,867,842
March	7,248,879	8,534,569
April	8,218,865	5,746,348
May	9,174,622	9,293,461
June	8,253,649	8,622,275
July	9,357,443	8,901,311
August	8,849,488	10,252,706
September	8,523,241	7,698,854
October	8,439,370	9,365,932
November	8,916,488	8,159,612
December	8,974,245	7,781,091

TABLE I

Compound	Sunscreen Index (S. I.) Optical Density at 3,080 Å. Conc., %
Ethyl <i>p</i> -dimethylaminobenzoate	14.8
Ethyl <i>p</i> -aminobenzoate	9.6
Isobutyl <i>p</i> -aminobenzoate	9.2
Propyl <i>p</i> -aminobenzoate	9.0
<i>n</i> -Butyl <i>p</i> -aminobenzoate	8.0
β -Methyl umbelliferone	7.7
<i>p</i> -Aminobenzoic acid	7.4
Dehydracetic acid	7.0
3-Carboxycoumarin	6.6
Benzilidene camphor	6.6
Heliotropine	6.5
Umbelliferone acetic acid	6.0
Salicylic acid	4.3
Sodium <i>p</i> -aminosalicylate	4.3
Methyl salicylate	4.0
Salicylamide	3.9
Methylenedisalicylic acid	3.0
3-Carboxycoumarin	3.0
Thiosalicylic acid	2.7
Brightener W/450	2.7
<i>p</i> -Hydroxyanthranilic acid	2.6
Sodium salicylate	2.4
Digalloyltriolate	2.3
α -Resorcylic acid	2.2
Salicylaldehyde	2.2
<i>p</i> -Aminosalicylic acid	1.9
Dipropylene glycol salicylate	1.9
Pyribenzamine	1.8
Pyrianisamine maleate	1.7
Sodium gentisate	1.7
Fluorescent white	1.6
Ethanolamide of gentisic acid	1.5
Ethyl gallate	1.4
Sodium sulfadiazine	1.2
Ethyl vanillate	1.1
Sodium sulfapyridine	0.95
Lauryl gallate	0.85
Totaquine	0.80
Barbituric acid	0.19
Chlorophyll	0.15
Amberlite IR-4-B	0.15
Salicyl alcohol	0.05
Anisic acid	0.01
Uvitex RBS	0.01
Uvitex RS	0.005



"This is our new vitamin A and D Night Cream. It is also a perfect bedtime snack!"

Irritants Related to Piperine

TORSTEN HASSELSTROM, HAROLD W. COLES,
AND NORENE E. KENNEDY*

THE piperidine nucleus joined by the amide linkage to an unbroken nine-carbon chain produces a peppery pungency taste in compounds of quite different composition, such as pelargonylpiperidide (1), 2-phenylthiophene-5-carboxy-piperidide (2), and the piperine of black pepper *Piper nigrum*. However, the pleasant bite of this spice has been duplicated only by the piperidides of β -cinnamenyl-acrylic acid, the 5-phenylpentenoic acid, and 5-phenyl-*n*-valeric acid, of which 5-phenyl-*n*-valeroyl piperidide has the most pungent taste (3).

It is known that the pharmacologic activity of certain compounds containing piperidine is increased by substitution in the piperidine ring. It was of interest, therefore, to ascertain whether the taste characteristics of the piperinlike amides could be changed or intensified by the substitution of methyl piperidines (pipercolines) and other amines for the piperidine and yet retain a pleasant peppery bite, without off-flavor.

The procedure recommended by Staudinger and Schneider (3) was followed for the preparation of the

acid amides, with the minor modification that the crude amide ether solution was washed with dilute hydrochloric acid and sodium carbonate to remove excess starting materials before rectification in vacuum. The 5-phenyl-*n*-valeric acid was employed as the acid component, and the amines were prepared by methods previously described in the literature.

N-5-phenyl-*n*-valeroyl phthalimide was prepared by refluxing potassium phthalimide and 5-phenyl-*n*-valeroyl chloride in benzene solution, subsequently recrystallizing the separated organic solid from the same solvent. The properties of the acid amides appear in Table 1.

The taste tests were conducted on a taste-free 0.1% water infusion, which was prepared by dissolving the synthetic bite principle in ether or ethanol, and adding enough of the solution to ether-extracted black pepper pulp to make a 5% concentration of bite materials. The solvent was then evaporated, and the residue dispersed in water to the extent of 0.1%. These synthetic samples were compared to a 0.1% dispersion of natural malabar pepper in taste-free water. A taste testing panel of eight members carried out the testing (Table 2).

The result of this work (4) shows that a peppery bite taste more pleasant than natural piperine or 5-phenyl-*n*-valeroyl piperidide was accomplished by the substitution of the pipercolines and methyl pyrrolidines for piperidine.

TABLE 1
CHARACTERISTIC DATA FOR THE 5-PHENYL-*N*-VALEROYLAMIDES

Compound	Formula	Boiling point	Nitrogen (%)	
			Calcd	Found
5-Phenyl- <i>n</i> -valeroyl-2-methylpiperidide*	C ₁₇ H ₂₅ ON	163.5°-165.5°/250 μ	5.40	5.72; 5.71
“ 3-methylpiperidide†	C ₁₇ H ₂₅ ON	145°-146°/350 μ	5.40	5.15; 5.11
“ 4-methylpiperidide*	C ₁₇ H ₂₅ ON	120°-122°/90 μ	5.40	5.48; 5.48
“ pyrrolidide*	C ₁₂ H ₁₉ ON	126°-129°/1-3 μ	6.06	6.44; 6.45
“ 3-methylpyrrolidide*	C ₁₆ H ₂₃ ON	97.5°-100.5°/80 μ	5.71	5.32; 5.33
N-5-phenyl- <i>n</i> -valeroylphthalimide†	C ₁₉ H ₁₇ O ₃ N	MP, 125°-126°/(Uncorr)	4.56	4.50; 4.51
5-Phenyl- <i>n</i> -valeroylisobutylamine†	C ₁₈ H ₂₇ ON	153.3°-155.0°/250 μ	6.00	5.58; 5.48

* Analyses by Jean M. Marino, Pioneering Research Laboratories.

† Analyses by Micro-Tech Laboratories, Skokie, Ill.

TABLE 2
PEPPERY-BITE AND TASTE-FLAVOR RATING ON CERTAIN 5-PHENYL-*N*-VALEROYLAMIDES

Compound	Peppery bite strength			Flavor (quality rating)			Flavor (subjective rating)		
	Strong (control)	Moderately weak	Weak or none	Least	Moderate	Most	Slightly pleasant	Neutral or slightly unpleasant	Definitely unpleasant
5-Phenyl- <i>n</i> -valeroyl piperidide		x		x				x	
“ -2-methylpiperidide*		x			x			x	
5-Phenyl- <i>n</i> -valeroyl-3-“*		x		x			x		
“ 4-“*	x				x		x		
“ 3-pyrrolidide*		x			x			x	
“ 3-methylpyrrolidide*		x		x			x		
N-5-phenyl- <i>n</i> -valeroylphthalimide*			x	x				x	
5-Phenyl- <i>n</i> -valeroylisobutylamine*			x	x				x	
Pelargonylpiperidide	x					x			x

* New.

* Pioneering Research Laboratories, U. S. Army Quartermaster Corps, Philadelphia, Pennsylvania.

Thanks are due to Donald K. Tressler, scientific director, the Quartermaster Food and Container Institute of the Armed Forces, Chicago, Ill., for his interest in this work; to David Peryam, of the same institute, for outlining the taste-testing procedure used; and to the Evans Research and Development Corporation, New York, for carrying out the panel testing.

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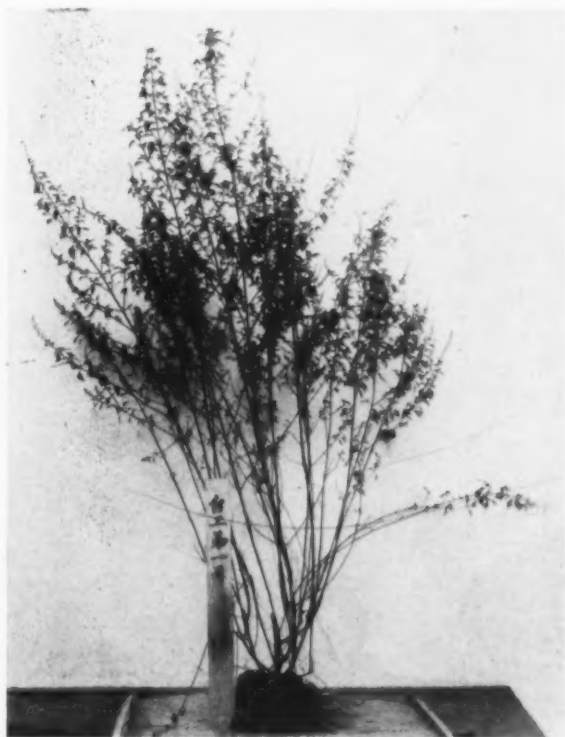
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Essential Oil of

Orthodon Carvoniferum

Huang (sp. nov.)

WEI-HSIENG HUANG*



ORTHODON CARVONIFERUM—so named by the present author because the essential oil distilled from the plant contains *d*-carvone—closely resembles *Mosla grosseserrata* Maxim in appearance, being, however, slightly taller. In the opinion of botanists at Taiwan University, China, the species of the plant has not previously been identified. It is an annual herb, of the Family *Labiatae*; 70-80 cm tall; stems square; leaves simple, opposite, no stipules; segments ovato-lanceolate, serrate on the margin, acute at the apex, obtuse at the base; flowers axillary, complete but irregular; inflorescence centrifugal spiked-cymose in the verticillastrum.

The plant grows wild and abundantly on both hilly and level ground, and may be harvested twice yearly. The average weight of the herb is 252 gr., leaves composing 51%, and branches and stalks 49% of the weight.

The seeds of the herb, grown wild in Chin-San Sien, Hainang Island, China, were forwarded to the Institute by Mr. Rin Sun Teck, and were multiplied at the farm of the Provincial Industrial Research Institute.

The essential oil of this herb has not previously been

studied. However, as the plant has a pleasant smell, all its own, the present author undertook to investigate its volatile oil. A complete examination of it has now been made, with the result that *d*-carvone and *d*-limonene were discovered to be the main constituents; in addition, carvacrol and α -caryophyllene, and other compounds, were found.

At the present time, the chief sources of carvone are Caraway, Dill, and Spearmint oils, with Holland and the United States the main suppliers. According to a recent report, there is no plant in Asia, other than the Japanese "Chirimen Hakka," which contains carvone. Carvone is used for various purposes: for chewing-gum, certain wines, and tooth pastes, for example.

Experimental

Immediately after distillation, and on being dried over anhydrous sodium sulphate, the oil exhibited the following constants:

d	30	0.8817	Acid value	1.00
4				
n	30	1.4885	Saponification value	170.34
D			Phenols	8.7%
α	30	+55°30'	Methyl bases and aldehydes were	
4			absent	
b.p.	761	205°		

NOTE: All temperatures are recorded in degrees Centigrade

a) On shaking with a 5% sodium hydroxide solution, the oil separated into phenolic and neutral parts.

Two consecutive fractional distillations of the phenolic part, at 20 mm., were made; properties of the distillate were as follows:

Fraction No.	B.p. 20 mm.	Vcc	B.p. 76 mm.	d 30 4	n 30 D	α 20 D
1	125-126°	3.3	22.5°	0.9758	1.5719	$\pm 0^{\circ}0'$

Carvacrol phenylurethane. With a view to obtaining a crystalline phenylurethane, the purified fraction was allowed to react with phenylisocyanate. For this purpose, 3 gr. of the freshly distilled substance and 1.5 gr. of phenylisocyanate were mixed with heating, and allowed to stand for 24 hours, by which time the mixture

* Provincial Industrial Research Institute, Taiwan, China.

had congealed into a crystalline mass. It was then treated with benzol to remove the diphenylurea. At last a crude phenylurethane, m.p. 121–125°, was obtained. After recrystallization in ethyl alcohol, this was shown to be carvacrol phenylurethane, m.p. 133–137°; identified by comparison with an authentic specimen.¹

Nitroso compound of carvacrol. The fraction, when dissolved in 5 times its volume of ethyl alcohol, treated with a current of hydrogen chloride gas, neutralized with sodium nitrite, and kept in the cold for one day, deposited a quantity of needle-like crystals. After recrystallization from ethyl alcohol, these needles melted at 152–154°; they were shown to be identical with carvacrol nitroso compound, showing no depression of melting point on admixture with pure carvacrol nitroso compound from a known source.²

b) The neutral products were fractionated in three successive fractional distillations; fractions with the following properties came over:

Fraction No.	B.p. 20 mm	V cc	B.p. 761 mm	d ₄ ³⁰	n _D ³⁰	α _D ²⁰
1	60–67°	8	172°	0.8338	1.4668	+79°29'
2	72–75°	116	174°	0.8334	1.4691	+89°32'
3	74°	137	177°	0.8389	1.4715	+89°11'
4	75–105°	10	195°	0.8800	1.4729	+58°55'
5	106–111°	10	220°	0.9312	1.4861	+46°58'
6	112–116°	110	225°	0.9435	1.4961	+49°36'
7	116–118°	54	229°	0.9435	1.4971	+46°24'
8	123–125°	48	235°	0.9243	1.5000	+5°51'
9	126–133°	26	242°	0.9093	1.5031	+2°55'
10	133–147°	41	257°	0.8799	1.5049	—8°53'
11	148–152°	10	261°	0.8730	1.5089	—7°42'
12	153–160°	10	277°	0.8805	1.5200	+4°48'
13	Above 160°	6	277°	0.9147	1.5185	+0°9'

An examination of the table above shows that the main constituents of the oil are represented by fractions 3, 6, and 10.

From fraction 11 an attempt was made to prepare the bromide, nitrosochloride, and nitrosate in the usual manner; but no crystalline substances could be obtained.

d-Limonene bromide. Bromination of fractions 2 and 3 with bromine, in glacial acetic acid, gave, for both, a crystalline tetrabromide, m.p. 102–103°. Identified by comparison with an authentic sample.³

d-Limonene nitrosochloride. 8cc. of fraction 3 were dissolved in twice that volume of absolute ether, and a current of dry nitrosylchloride gas was passed through the cold solution, which was set in a test tube surrounded by ice. After a while, the test tube became filled with crystals. The tube was left for another three hours in the cold; then the crystals were filtered. The yield of crystalline substance amounted to 80–85%. The crystalline substance was then purified with benzene; it melted, with decomposition, at 104–105°. It was identified by comparison with an authentic specimen.⁴

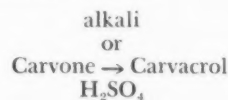
Fraction 4 smells like linalool, and showed a violet color to Deinges' reagent. But an oxidation with potassium bichromate, it could not be identified as citral.

Determination of the esterification number of fractions 5 to 8, in the usual manner, gave values as follows:

Fraction 5	225.66
6	373.66
7	217.80
8	210.30

These values are very high; but later the fractions

were shown not to be esters. The high values appear to be due to the fact that the fractions were changed into carvacrol on boiling with alcoholic potassium and with a decrease of sulfuric acid. Thus:



Carvone hydrogen sulfide compound. 27 cc of fraction 6 were dissolved in a mixture of aqua ammonia and 5cc of ethyl alcohol, and hydrogen sulphide gas was passed through the cold solution (set in a vessel surrounded by freezing mixtures). After a while, the vessel filled with white crystals. It was left standing in the cold for a further hour and a half, and then the crystals were filtered. The crystalline substance amounted to 90%. When this substance was regenerated with alcoholic potassium by steam distillation, the ketone was obtained. Its physical constants were as follows:

n _D ³⁰	1.4939	α _D ²⁵	47°42'
d ₄ ³⁰	0.9449	B.p.	230° ₇₆₀

These constants indicate that the substance is pure *d*-carvone.

Anal. subst. 3.704 mg.

CO₂ = 10.818 mg.; H₂O = 3.198 mg.

Found: C = 79.65%; H = 9.61%

Calc. for C₁₀H₁₄O: C = 79.94%; H = 9.40%

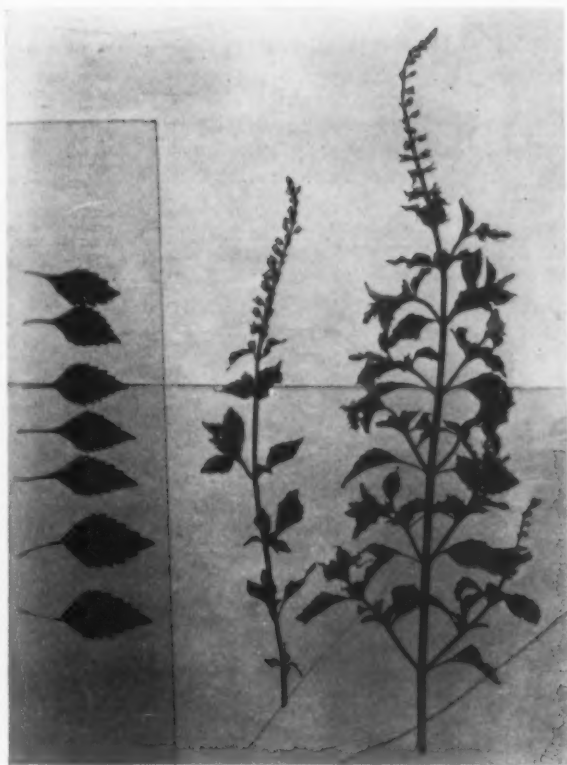
Carvone semicarbazone. A mixture of 5 gr. of fraction 5 and ethyl alcohol was added to a solution of semi-carbazide hydrochloride and sodium acetate. This mixture was heated on a water bath for 10 minutes, and then cooled in a freezing mixture. The crystalline deposit thus formed was filtered; it melted at 133–135°. After recrystallization from alcohol these crystals showed an increase in melting point to 161–162°. The substance was identified by comparison with an authentic specimen.⁷

Carvone oxime. The fractions 5 to 8 were treated with solutions of sodium acetate and hydroxylamine hydrochloride; a crystalline deposit was thus formed. From each of the fractions was obtained the same oxime, m.p. 71–72°. This was identified by comparison with an authentic substance.

α-Caryophyllene from fractions 9 to 11.

α-Caryophyllene nitrosate. A mixture of 5 gr. of fraction 9, 5 gr. of amyl nitrite, and 3 gr. of glacial acetic acid was placed in a large test tube. After cooling the mixture, 4 cc. of nitric acid were added, drop by drop, while the cooling continued; then 15 cc. of ethyl alcohol were added, also with cooling. The entire mixture was left standing for two days. A crystalline substance was obtained which, after recrystallization with benzene, melted at 165°, with decomposition. These crystals were shown to be *α*-caryophyllene nitrosate, exhibiting no depression of melting point on admixture with pure *α*-caryophyllene nitrosate from a known source.

α-Caryophyllene nitrosate was also obtained from fraction 10.



Leaves of *Orthodon Carvoniferum* Huang (sp. nov.)

α -Caryophyllene nitrosochloride. From fraction 11, α -caryophyllene nitrosochloride was prepared. The crystals had a m.p. of 177° , with decomposition, and showed no depression on admixture with an authentic specimen of pure α -caryophyllene nitrosochloride.³

*Hydrolysis*⁹ of α -caryophyllene. Using the method of Asahina and Tsukamoto, fraction 10 was hydrated with Aschan's reagent. 5 gr. of fraction 10 was dissolved in sulfuric acid monohydrate in ether solution, then cooled for 24 hours; the total solution was then alkalinized with sodium carbonate, then steam-distilled. No crystalline substance (β -caryophyllene alcohol) could be obtained. Acidification with sulfuric acid was tried, distillation was repeated, and a crystalline substance was obtained. The crystals of α -caryophyllene alcohol had a m.p. of 117 – 118° , and showed no depression on mixture with an authentic specimen of α -caryophyllene alcohol.

The physical properties of fraction 13 indicate that it consists of a sesquiterpene. Attempts to obtain a nitrosochloride and a hydrochloride failed; no crystalline substance could be obtained. Fraction 12 was boiled over selenium for 20 hours, for dehydrogenation, and then rectified in vacuo. An indigo blue oil was obtained. Attempts to obtain a trinitrobenzolate and a picrate from this oil were fruitless.

Summary

1. The herb of *Orthodon carvoniferum* Huang, on steam distillation, yields 0.23% of an essential oil.
2. This essential oil has been shown to consist of the following:
Phenols: carvacrol 9.0%
neutral part:

Terpenes: *d*-limonene 41%
Unidentified terpenes, b.p. 60 – 67°
20 mm 0.50%
Ketones: *d*-carvone 32%
Sesquiterpenes: α -caryophyllene 13%
Unidentified sesquiterpenes including the residue 4.5%

The author wishes to express his gratitude to Mr. P. H. Yeh whose advice and encouragement have been invaluable; and also express his hearty thanks to Dr. E. Guenther for his kind inspection of this paper.

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Conventions

THE meetings of scientific societies ostensibly take place to disseminate information. Researchers take the opportunity to talk about their problems at these meetings or more formally, to deliver papers on their work. Visitors are moved to come to conventions for various reasons: to learn news, to renew contacts, to hear papers or to *invite their souls to loaf*. Let one not underestimate the stimulus derived from such loafing. Probably one of the greatest gains derived from a convention is the insight gained from such productive loafing—and insight is one of the catalysts which transforms and correlates facts.—*Bulletin of DiCyan & Brown*.

Better Business Letters

HOW letters may be good substitutes for face to face contacts is suggested in a well compiled booklet on writing effective business letters which General Foods Corp. has issued for the use of its own organization.

It points out that simple, conversational language gives a letter life. Such expressions as "we are in receipt of," "your esteemed favor" and "attached hereto" are more antiquated and less effective than "we received" and "your order." It urges the use of short, simple words for clear meaning and quick understanding. A nine point check list for business letter writers follows:

1. Does this letter go straight to the point?
2. Is it conversational—friendly and polite? Have I used the "you" approach?
3. Does the letter treat the reader as an equal and doesn't talk up or down?
4. Is it simple, in words and construction, yet alive?
5. Does the letter sound sincere? Is it sincere?
6. Is this letter complete? Have I said everything I should say—and paved the way for the reader to take the necessary or desired action?
7. Does the letter flow—go smoothly and logically from one idea to the next?
8. Does it do the best possible job for the company?
9. Am I proud to sign my name to it?

Advertise the Package

SELF SERVICE selling demands that the package get top billing in all advertising.

The growing trend in shopping habits, demands that the package receive top billing in newspapers, magazines, and on posters, television and radio.

Multiple sales packages can inspire customers to buy several items in one shopping operation. They can combine compelling counter and shelf displays, and conserve space for the dealer. They are economical for the manufacturer, in that one wrapup can serve several items, and they spur bigger unit sales.

Multiple sales packages have to be versatile. "They must be superb eye-catchers and at the same time sell the shopper on the convenience, satisfaction and economy that comes of 'complete set' buying." *Alan Berni*

Premiums Influence Shoppers

PREMIUMS can be the balance-tipping factor in influencing the shopper's choice of product or brand, according to C. E. Armstrong, merchandising manager for Kroger's, a food chain with 1,935 grocery stores in 19 states.

Mr. Armstrong told the annual meeting of the Premium Advertising Assn. of America that there are seven requirements for a good premium supplier:

1. Know your product—how it is manufactured and what is the most economic and acceptable method of manufacture and distribution.
2. Manufacturers of premiums should let the distributor set the retail price of the premium in order to figure the correct margin.
3. Producers of premiums should be able to deliver quantity needed at the time required.
4. Premium producers should understand how to merchandise an item before trying to sell it to a customer.
5. Exclusive use of a premium is essential.
6. Premium producers should be able to provide enough samples for a 10- to 20-store test of the item.
7. Premium men should be able to give a good idea of results to be expected from the promotion.

Developing New Markets

IT'S a pretty well established fact that one of the many jobs advertising can do for business is to explore and develop new markets that salesmen never have time to reach. The sales force of the average company today is maintained on the basis of actual or short-range sales results. It is difficult to have a large enough force to seek out or develop new or marginal markets. This is particularly true in changing times and in industries in which technological developments come fast.

The tempo of today's new business is so fast that it is far beyond the ability of the normal sales force to sell and at the same time keep abreast of changes. There is a way, however, to seek out new markets, new business, and at a fraction of the cost of an enlarged sales force—industrial advertising.

As a sales cost reducer, advertising has an important

function to perform. In a specialized field, especially, a salesman is usually necessary to complete the sale. However, advertising can prepare the way and if it does a good job, the salesman is able to devote his time to application selling rather than institutional selling. It should not be necessary for him to first convince the customer of the trustworthiness of the company or the general acceptance of the product. The salesman's only problem then is applying the product to the customer's actual needs and closing the order.—*Fay Keyler*.

Where Sales Bog Down and Why

THE retail sale, declare the editors of *Fortune*, is the point where the great apparatus for moving goods from market to user grinds to a halt. The millions of dollars spent on product research and design . . . the millions spent on sales promotion and advertising in its various forms . . . and the millions more spent on the marketing machinery to round out the chain of selling . . . all boggle and bog down at the Point of Sale—where the chips are down.

Three reporters visited retail outlets in a five state area from New York to Delaware. Their survey revealed these counts for complaint:

1. *Salespeople play a negative role.* Taking a leaf from the self-service revolution, their function is rather to serve as disinterested observers than to influence the customer.
2. *They do not upgrade the purchase.* A larger size or a higher-priced brand can be overstressed, but they often try to *downtrade* the customer.
3. *They do not suggest companion sales.*
4. *Salespeople overemphasize price.*
5. *They do not play up to the customer's desires.*
6. *Salespeople have little product knowledge.*
7. *Salespeople have not been sold by the manufacturer.* Indeed, the editors go further, the amount of downright slandering of national products was surprising.

Of the grievances, we think, the most telling indictment of the lot is the point that *salespeople do not know their line*.

"Twilight Zone" Advertising

ADVERTISING which is not quite false but not entirely true will receive major attention of the Better Business Bureaus throughout the country, according to a new program adopted by the Association of BBB's at its 38th annual conference, recently. The Better Business Bureaus are convinced that most business executives are definitely opposed to the current "twilight zone" type of copy used by a few, including some important, national and local advertisers. It was emphasized that advertising cannot afford to wait until half-truths which are undermining public confidence overshadow good advertising.

Though we seemed grieved at the shortness of life in general, we are wishing every period of it at an end. The minor longs to be at age, then to be a man of business, then to make up an estate, then to arrive at honors, then to retire.—*Addison*

Latest Essential Oil Survey



Courtesy Fritzsche Bros., Inc.

Geranium distillation in the Mitidja Plain, Algeria.

AFTER a six months' absence during which time he covered more than 13,000 miles visiting France, Spain, Morocco, Algeria, Austria, Germany, Switzerland, Sicily and the Italian mainland, Dr. Guenther, chief chemist and technical director of Fritzsche Brothers, Inc., is back at his desk in the New York chemical firm's home office. The purpose of Dr. Guenther's trip was to make a detailed survey of developments in the European and African essential oil industry with particular regard to the production of lavender oil and lavandin in southern France; the natural flower oils—jasmine, rose, orange blossom—of the Grasse region; the Spanish essential oils of spike, rosemary, thyme, origanum and eucalyptus; the situation with respect to orris root production near Florence, Italy; the citrus oil and jasmine flower oil industry of Sicily and Calabria; pine needle oils of the Tyrol; and new developments with respect to the production of jasmine, rose and geranium in Morocco. With the thought that his on-the-spot observations and impressions might be of pertinent interest to many readers, we quote the following from his reports:

The Flower Oil Industry of Grasse:

This once bountiful industry is gradually declining and for the following reasons:

- (a) The high cost of labor for cultivation work, picking flowers, etc., which is reflected in the high cost of the product.
- (b) The ever increasing population of the Cannes-

Developments in

—Morocco

—France

—Italy

DR. ERNEST GUENTHER

Grasse region with resultant real estate developments encroaching upon the flower fields.

- (c) The development of the coastal region as a pleasure resort area which has brought with it a great demand for fruits and vegetables and even cut flowers. Farmers are making much more money supplying this demand than they could selling jasmine or rose flowers for perfume purposes. As a result, the acreage of the flower fields has been greatly reduced. Many of the older fields have been discontinued as no longer productive, so that today, where formerly there were larger expanses of rose fields, for example, on every hand, one now has to look around and travel considerable distances to find them. Meanwhile, in Sicily, Calabria, Algeria, Egypt and Morocco, the growing fields have been considerably increased, due largely to the fact that land and labor are much lower priced.



Courtesy Fritzsche Bros., Inc.

Distillation of essential oils near Sevilla, Spain.



Courtesy Fritzsche Bros., Inc.

Rose harvest in the Grasse region of southern France.

Also climatic conditions in these countries are excellent and there is less danger of frost. To cite one example, there is no necessity to hill up jasmine as a protection against frost in these countries in the late fall, whereas in the Grasse region this is necessary.

Still, however, the Grasse region does enjoy several advantages:

1. There they have the "know-how" in growing and in the methods of extraction. Hence, better qualities are produced.
2. The variety of floral products produced in the Grasse region is greater and this provides continuous work for the best part of the year.
3. Grasse manufacturers are well established with the Paris perfumers by personal connections, and they know precisely what the Parisienne market wants. Nevertheless, it is a declining industry and in another ten or fifteen years it will be worse. Even today, there are really too many factories in Grasse for the available flowers and many of these could be closed. Some are seeking activity in other fields, as, for example in flavorings and pharmaceuticals.

Oils of Lavender and Lavandin:

The production of lavandin has increased tremendously during the last few years and very fine qualities of oil (containing up to 30% of esters) are being produced. This high quality originates from the variety of lavandin known as abrial. In 1952 the total production of oil of lavandin was about 250,000 kilos. Oil of lavender production totaled approximately 40,000 kilos. A very interesting development in the lavender and lavandin region has been the introduction of the Eyseric and Prince stills which work much more rapidly than the old-fashioned types and save half the time while conserving half the labor.

The very beautiful and extensive lavandin fields, particularly in the Basses Alpes Region are most impressive. On cultivation, lavandin gives a much higher yield of oil per acre. At the same time, the planings are much hardier and live much longer than those of

lavender. Growers today, therefore, are much more interested in cultivating lavandin than lavender.

New Developments in Morocco

Recent developments in Morocco are very significant. A group owning something like 1,000 acres in Morocco now has much of this under cultivation with geranium, jasmine and rose. These plantings were started shortly after the war and some of them have already come into full production. Others will be in full yield in about two years. All of the work is done according to the principles of modern agriculture and as much of it as possible is mechanized. It is a very interesting development to watch because if nothing unforeseen happens, Morocco may become a most serious competitor of the Grasse region. Such unforeseen factors as plant diseases, insect pests, and even political upheavals could, of course, interfere with this development. Morocco, after all, is a new country to the white man and very little is known about agricultural conditions in the



Courtesy Fritzsche Bros., Inc.

The cleaning of juniper berries in the Apennines Mountains near Florida, Italy.

various sections so far as aromatic plants are concerned. In other words, the present venture is a pioneering one and it will require the findings of a five-year average on any of these Moroccan undertakings to determine the productivity of the soil.

In the Dadés Valley in Morocco, the natives grow roses in hedges around their fields. These roses for centuries have been dried and shipped to various parts of North Africa for use in native medicines and beverages. They have even been exported to France and America. There are two extraction plants in the Dadés Valley for treating these roses but last May the whole crop was a failure because of a very strong frost and as a consequence no roses were available. This Valley is located south of the High Atlas but at such a high altitude that in winter it is subjected to strong frosts.

Sicily and Calabria:

There have been impressive developments in Sicily during the last few years with regard to the production of jasmine concrete. Sicily and Calabria together produce now about 1800 kilos of concrete of jasmine per

year. This new industry owes its development chiefly to the work of the Stazione Sperimentale in Reggio, Calabria.

Compared with the Grasse region, Sicily and Calabria offer many advantages in the cultivation of jasmine flowers, for example:

1. The flowering season lasts from June until November—much longer than in the Grasse region.
2. The labor available in Sicily and Calabria is much cheaper than in Grasse where harvesters are paid 165 French francs (47 cents) per kilo of blossoms, as against the 135 Italian lira (22 cents) per kilo of flowers paid in Italy.
3. Hilling up the jasmine plants during the winter months as protection against frost damage is unnecessary in this region. On the other hand, water for irrigation purposes is more expensive in Sicily and Calabria than in Southern France, but altogether, the odds are more favorable in Southern Italy than in Grasse. The heavy production of jasmine concrete in Southern Italy will undoubtedly be reflected in lower prices. It is true that in general the quality of the Italian concrete is not equal to that of the French but once the Italian producers have acquired the necessary "know-how" in cultivation, harvesting and extraction, the Italian product will be a most serious competitor of the Grasse jasmine concrete.

Citrus Oil Industry of Sicily and Calabria:—

With respect to citrus oil production in this region, there is little new to report except that in the case of lemon oil, hand sponging has been practically abandoned, all of the fruit now being processed for oil in Sfumatrici. Complaints registered in the United States during the last few years regarding the inferiority of Sicilian lemon oils reaching the overseas markets can be explained by the following:

1. No more handpressing is practiced in Sicily. This method yielded oils with a high citral content (about 4% in most cases). Even the best Sfumatrici used today produce lemon oils with a lower citral content, due to the fact that a part of the citral is lost in the spraying water.
2. Years ago, the region of Messina south to Santa Teresa was covered with high yielding lemon trees which produced a very fine quality of oil with a high citral content. All of these trees have now disappeared as a result of a disease—Malo secco. Of late, a new variety of tree has been planted, a small tree, resistant to the disease, the so-called Monachella which, however, produces lemons with a low content of citric acid and an oil with a very low citral content.
3. Widespread adulteration on the part of unscrupulous exporters—and even producers. Large quantities of badly adulterated Italian citrus oils appeared on the overseas market after the last war and this practice of adulteration has gravely undermined the reputation which the Sicilian oils formerly held.

Lavandin harvest near St. Jar (Basses Alpes), France.

Managing Women

WOMEN are taking over more and more executive positions, according to a recent study by the Women's Bureau of the Department of Labor. This trend is in line with the increasing employment of women, both in their traditional fields and in many new ones, which was given great impetus by World War II, has grown continually since then, and is encouraged further by today's shortage of trained manpower and high level of general employment.

The Labor Department study, covering department stores, insurance companies, banks, and manufacturing establishments in three geographical areas, found fairly wide variation in the percentages of women employed in these various industries. Women hold 50 per cent of the supervisory-level positions in department stores, 20 per cent in insurance companies, and 15 per cent in banking; the percentage of officerships held by women in these groups are: stores, 4 per cent, insurance, 2 per cent, and banks, 1 per cent. Women hold 14 per cent of the supervisory jobs in manufacturing, which includes publishing companies and research. Marriage does not keep women out of these higher-level positions. Of those covered in the study, 36 per cent of the department stores' women executives were married, 18 per cent in insurance companies, 24 per cent in banks, and 34 per cent in manufacturing.—Arthur D. Little, Inc.

The products of industry change, but the philosophy of good business is constant and as universally applicable as the golden rule. Whether you are making buggy whips or weed killers, you have to give people what they want and need, make it the best way you know how, and be able to sell it at a price they are willing to pay.—Dupont Magazine.

"Half the people in this world would starve if about 2 per cent of humanity did not take the initiative in starting and keeping moving new ideas."—Royal Cameron



Courtesy Fritzsche Bros., Inc.

Book Reviews

CHEMICALS OF COMMERCE.

Foster D. Snell, Ph. D. and Cornelia T. Snell, Ph. D. 6x9 in., 587 pages, Second edition. D. Van Nostrand Co. 1952. Price \$6.50.

The purpose of this volume, which includes new chemicals and other changes which have come since the publication of the first volume prior to World War II, is to furnish information on the composition of actual commercial products as sold in commerce rather than the pure chemicals of a textbook. The term chemical is used with a broad meaning and is intended to cover basic materials which in many cases are chiefly pure chemical compounds and in other cases are mixtures containing several ingredients. In brief concise form the salient facts about any class of materials are given. Classification is by type of compound so that closely related substances will occur in the same chapter, which enables the user to make a choice among related substances. Where feasible relative cost is indicated. Chemists will undoubtedly find the volume useful as a quick source of summarized information about products as a class. The terminology and presentation have been made as non technical as possible so that the book will be useful to the manufacturer and others who may not have advanced technical training. All told it is an authentic and highly practical reference book.

ULTRAVIOLET SPECTRA OF AROMATIC COMPOUNDS.

Robert A. Friedel and Milton Orchin. 8x10½ in., spiral binding, heavy cardboard covers. John Wiley & Sons, Inc. 1951. Price \$10.

Ultraviolet absorption spectra of organic compounds are of considerable importance in qualitative and quantitative organic chemistry and are increasingly valuable in the determination of the geometry of molecular structure. Although their utility is universally recognized few collections of spectra have appeared. It is frequently difficult to locate desired spectra and an added difficulty is that literature spectra are plotted on different scales with various kinds of coor-

dinate and comparison is rendered tedious. This catalog of about 600 spectra is a start in the systematic collection of the ultraviolet spectra of the polynuclear aromatic compounds. About half of the spectra were taken from the literature and have been transformed into a consistent method of plotting. Spectra determined in the laboratory of the Bureau of Mines, Bruceton, Pa. constitute the other half of the compilation. Text helpful to the organic chemist interested in using ultraviolet absorption spectra in the identification and quantitative estimation of organic compounds is included.

ASPECTS OF THE CONSTITUTION OF MINERAL OILS.

K. Van Ness and H. A. Van Westen, 6x9 in., 484 pages, cloth covers. The Elsevier Publishing Co. Inc., 1951. Price \$9.

The primary object of this book was to introduce a hitherto unpublished method for structural group analysis. However in giving full consideration to modern separation methods and also to the work of many other investigators the book grew into a fairly comprehensive survey of our present knowledge concerning the constitution of mineral oils. It is the result of many years of research on the chemical nature of petroleum and presents a fairly comprehensive survey of our present knowledge concerning the constitution of mineral oils boiling above the gasoline range. It will interest many organic chemists concerned with one of the most important of the applications of their science. After each chapter references to extended literature are given and there are valuable author and subject indexes.

SCIENCE FRENCH COURSE.

C. W. Paget. Revised by Noel Corcoran. 5x7½ in., 332 pages, Cloth covers. Chemical Publishing Co. 1951. Price \$4.75

This is the fourth edition of a useful book designed to enable students without any previous knowledge of the language to read French scientific and technical literature. It contains the necessary minimum of

grammar, a large number of extracts carefully selected from recent scientific books and periodicals covering a fairly wide field and an extensive vocabulary. Part I covers the elements of grammar which must be learned and Part II may be learned later or kept for reference. It includes selections in French on the principal sciences.

COLLOIDAL DISPERSIONS.

Earl K. Fischer. 6x9 in., 387 pages, Numerous illustrations, tables and graphs, cloth covers. John Wiley & Sons Inc. 1950. Price \$7.50

This useful book is a guide to the theory and practice of the dispersion of solids in liquid media. It brings together information from many different fields of research and technology. The central idea is that the physical properties of dispersions and the requirements for their manufacture can be related to the nature and extent of the interface between the solid and the liquid. This is the first book to cover both the theoretical and practical aspects of colloidal dispersions. The first five chapters supply the theoretical background for much of the work done in industrial laboratories. Particle size, wetting, the state of the dispersed solid, and rheological properties of the dispersed solid are the main topics covered in these chapters. The remainder of the book is devoted to manufacturing details involved in the production of colloidal dispersions. Surfactants, comminution, mixing, and the operation of all types of mills are dealt with. Particular attention is given to topics which have been either ignored or treated sketchily in previous books such as the dispersion of solids in non aqueous media, dispersion by phase transfer, particle size, and the operation of mills.

Awards for Best Books on Economics in Chemical Industries

An annual award for the first and second best books in the field of economics of the chemical process industries has been announced by R. S. Aries & Associates. The purpose is to encourage chemists, economists and chemical executives who are experts on economic aspects of the industry to put their knowledge in print. In order to be eligible a book must have a minimum length of 20,000 words and must be written especially for the contest.



How to remove imperfections and unevenness of the skin from sight

NOT too far removed from the functions of spreading and adhesion is coverage, the purpose of which can be considered twofold: first, to remove from sight bad spots, blotches, imperfections and unevenness of the skin; and, second, to place a uniform blanket over the skin in such manner as to improve over nature, a function that is carried out with the aid of color. Coverage is the function that enables one to conceal the ill effects of a bad night, of over-exertion, or of age.

How Accomplished

In general, coverage is accomplished in two ways: first, through the use of white pigments, which themselves have a covering capacity; and second, by the use of colors, which are admixed with these white pigments.

The covering of the skin with such materials must follow the dictates of changing fashions. Thus, before the Second World War, it was sufficient to have coverage accomplished only with face powder, which gave the face a whiter and clearer appearance than it had without the powder. The latter, of course, consisting as it does of tiny particles, did not actually place a blanket over the entire skin, for these particles did not

*Consultant. Fifth in a series of articles on primary functions of cosmetics.

Coverage

as a Cosmetic Function

DR. STEPHEN KARAS*

and could not form a single film. But, with changing trends in cosmetics, the entire face later became covered with such a blanket or film, and the human skin could not actually be seen. This latter procedure, known as makeup, today actually implies nothing else but coverage.

Furthermore, coverage is not a function confined to the skin of the face. It involves not only the cheeks, but the lips, eyebrows and lashes and lids, nails, and other parts of the body.

Importance of Lip Coverage

At first glance upon the face of a lady, one is attracted almost instantaneously to the lips, where coverage is accomplished through red, red-pinkish, or red-bluish pigments. Generally, the quantity of those pigments, in proportion to the mass of the lipstick, is from five to twelve per cent. The higher this proportion goes, the drier becomes the stick, but the coverage is better. Predominantly responsible for this coverage of the lips is red.

It would not be possible to cover the lips if it were not for the mass which is present in the stick, in the form of waxes and oils that help to spread covering materials over the lips. Actually, this mass of the stick does not have covering qualities, but it acts as the vehicle for the colors which do impart these properties. Lipstick colors, which are insoluble, may be a mixture of several different pigments. These colors do not stain the skin, as would a dyestuff; they only cover the surface, and remain in suspension in oils and waxes, as well as on the lips as they had in the stick.

However, there are partly soluble colors, which give a certain amount of indelibility to the stick. By indelibility is meant that the color actually stains, and such a staining color has more permanency, will remain on the lips upon contact with clothes, facial tissues, cups,

glasses, silverware—and other lips! The mass of the lipstick is thus removed, and the color remains as a stain. Such a color likewise covers the lips, but the covering function is accomplished quite differently, for the pigment travels deeper into the membrane of the lips, there to rest until it is removed by a detergent or other means.

Indelible Lipsticks

The coverage of the lips with an indelible stick is not without its dangers, because of the deep and semi-permanent character of the stain. The stain contains a halogen derivative (usually bromine, but sometimes chlorine or iodine) and tetrabromfluorescein, which are quite foreign to the organism. The concentration required for the semipermanency may be risky, quite aside from the frequently unpleasant taste that is derived from such a stick. Sensitivity is not as rare as with the non-indelible sticks, so that all in all cosmetic chemists cannot advise the strong concentrations required for such a stick without adequate and thorough testing and without full knowledge of the potential difficulties.

Recently, the strong and semi-permanent staining stick has enjoyed a new growth of commercial success, but not without new difficulties. Many people found that its permanency, however desirable during the day or evening, was what made the stain difficult to remove. At night, it has been the custom for the lady to remove the stain from the lips, and the ease of such removal has always been the desirable feature of the classical-type stick. Even a thorough washing, strong friction, and good detergent are not always sufficient to remove the newer indelible-type stains, and while this is a tribute to their success as indelible sticks, it is a drawback to their use.

Where is the answer to this dilemma to be found? There may be a return to the thought of frequent reapplication of the lipstick during the day. A stick is small, easy to carry, and in fact is found even in the smallest purse of almost the entire adult female population. Reapplication several times during the day, for shorter periods, may be desirable. Or the indelible stick may be sold with a cream solvent especially worked out for its easy removal.

Face Powder

Coverage of the face is today accomplished by two distinctly different cosmetic products. The oldest and the classically used product is face powder. All of the ingredients of the powder naturally impart a certain amount of coverage to the skin, but two predominantly white pigments are particularly important for this attribute. The first is titanium oxide, which for cosmetic purposes must be ground and purified to be free of any metallic impurities. The second is zinc oxide.

Zinc oxide has an entirely different type of whiteness than titanium oxide, the former being more pleasant to the eye because the latter has a dead-white appearance with a bluish undertone. Thus, titanium oxide, by itself, will give a certain type of unpleasant appearance to the powder, but the addition of the zinc compound, in a proportion similar to the titanium (from two to six per cent) counterbalances such an effect.

The whiteness of zinc oxide is easier to blend with



DR. STEFAN KARAS, consultant, is the author of this fifth of a series of articles on primary functions of cosmetics.

the colors of the skin, particularly in combination with mineral colors.

The other ingredients of the face powder, zinc stearate, calcium carbonate, kaolin, barium sulfate, do not have good coverage, but when they are blended and micronized with strongly whitening pigments, as mentioned above, they give a particle small in size but agglomerated in such a way that, when on the skin, it gives the desired covering effect.

Actually, this is a rather paradoxical phenomenon. When the particles are tinted with one part per thousand of black color, the face is considered to have a "dirty" appearance. But because it is colored with highly pleasing pigments other than the black, it gives the face not only an aesthetically appealing but an actually clean appearance.

Coverage in face powder, in summary, is accomplished not with one but with a variety of ingredients and colors. The choice of such powders is of greatest importance in achieving a successful product, and this is due to the variety of tones of the human skin, even within a single ethnic group. It is safe to say that a line of less than twenty shades of face powder is insufficient to meet the needs of most women. This may be cumbersome economically and commercially, but it is worthwhile in the long run, for it is the only assurance that the customer can have that she will find the perfect blend with her skin in a particular line. This is complicated by the fact that women having essentially the same tone of skin may desire to appear entirely differently. For example, among the white American girls, the younger usually seek more tan and less red in their face powder, whereas the more mature woman seeks a pinkish undertone.

Foundation

Has face powder become economically outmoded as a covering product? This seems to be happening in the United States, and this is because it not only has poor coverage but poor adhesion for such coverage. It is cumbersome to carry for reapplication.

For these reasons, several products that make up for this shortcoming have been proposed as remedies. First among these was the dry cake face powder, covering with the aid of a puff. Technically, there was much left to be desired with this cake product; the compact tended to crack easily, and the puff did not take up the product and place it on the face very easily. Soon a second type of product arose in popularity, namely foundation creams without pigments. With these, the



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face powder is used over the foundation, adhering to it and supplying the missing pigmentation. Such creams were made in semiliquid form, and have had considerable success.

Better coverage, however, was achieved with the development of wet application through the use of cake makeup and, later, oily cake makeup. Although both of these products are popular, their commercial success may be on the decline. With the wet application of the cake makeup, the coverage was actually achieved *too well*. Adhesion to the skin was so complete that the product drew moisture and oil from the face and, as a result, made the skin unpleasant to the touch and feel. The consumer complained of a drying of the face, which itself is not pleasant to the eye.

Thus the problem of face coverage still exists, and has not been entirely solved to date. The latest development is a semiliquid solution loaded with white and red pigments (titanium oxide, zinc oxide, and other colors used in face powder, such as the mineral colors, iron oxide, yellow, brown, blue, etc.). Such a product, which is a foundation can easily be applied with the fingers. There is a permanent suspension of the covering ingredients in the emulsion, with no separation, deposit, or precipitation. This is an application which is, at one and the same time, wet and oily. The emulsion contains 70 to 80 per cent moisture, a slight amount of oils, and often selfemulsifying waxes which serve as the vehicle for the covering substances suspended in such an emulsion.

The coverage with such a product is permanent on the face, and the color is evenly distributed; more so than with rouge makeup or with cream rouge makeup.

The drawback in this type of foundation is somewhat eliminated because the oily part (mineral oil or synthetic organic oils) prevents excessive suction of evaporation of the facial moisture and absorption of oiliness, and at the same time a certain amount of water from the emulsion itself remains on the face, rendering it pliable and preventing an effect of coarseness of the skin after the foundation is removed before retiring.

Eye Products

Black color, obtained by the incomplete combustion of petroleum products, is used for eyelash covering effect. The brown color for the brow and lid is mineral in origin, and is not too widely used, black being more popular for the brow. Mascara is predominantly sold because of the black coverage that it imparts to the lashes. By themselves, the lashes are not highly visible, particularly for blond and brown hair, but this visibility is enhanced by black coloring, giving an illusion that the lashes are long. Actually, the lashes are thicker after cosmetic treatment, because they are covered with an emulsion containing a black color.

Nail Polish

Coverage of the nail is accomplished by the use of an insoluble red pigment in a nitrocellulose base lacquer. A small percentage (less than one per cent) of titanium oxide is usually present in a nail polish, contributing to the coverage effect. This is suspended with the red coloring matter. Coverage of the nail by the lacquer gives an effect of smoothness, of luster, is eye-attracting to the red color, and suggests healthiness

and cleanliness. Brilliancy of color is therefore indispensable, more so than in powders or foundations, and similar to the effects obtained with lipstick. The stronger the hue, the better the coverage.

There are two main parts of a nail enamel. One is the nitrocellulose base, dissolved with various solvents which evaporate quickly in the presence of air. This part is not good for coverage, for it is essentially transparent. However, the pigments, both colored and white, do the covering. An ideal nail polish would have some elasticity, so that it could stretch with the growth of the nail, thus achieving coverage over a longer period of time. For the nail polish shows the ill effects not only of wear and tear, of ordinary abrasion, but of the daily growth of this part of the body, as well.

Successful Executives

AT TIMES we wonder how some men manage to make good in first-class executive jobs. They seem less intelligent, less resourceful, less brilliant than dozen of men in minor positions.

The answer seems to be that a successful executive is marked by one quality that is worth more than all the others. This is the ability to win co-operation.

If a man is unable to get along with people or if he is the type that is unwilling to compromise, then he must accept the penalty. He can't be a successful executive.

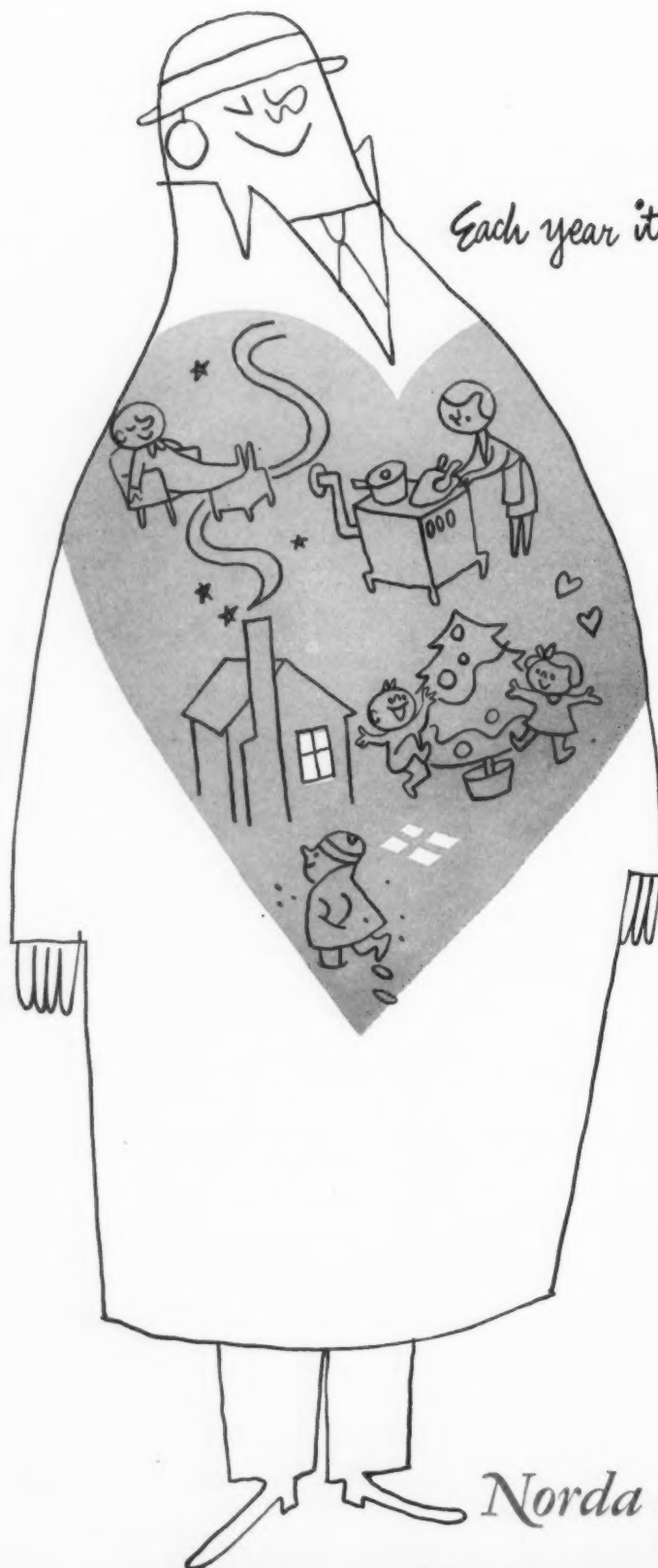
We all know bosses who are less intelligent than some of the men who work for them. The subordinates have the boss sized up and they know him for just what he is: an honest, patient, courageous, tolerant old boy, inclined to have his own way occasionally but usually willing to hear both sides of a question. He gives all a square deal and seldom issues unreasonable orders. More often he compliments initiative and commends results.

In short, the successful executive gives subordinates a chance to work by leaving them alone. His function is to keep them from interfering with one another. Men give the best they have to such a boss, knowing that they are happier under his protection than they would be under a man able to dominate them completely through superior intellectual capacity—*William Feather*.

If the danger of war passed, and all the many scientists and engineers who are now employed on defense research were set free for more agreeable tasks I doubt whether they could be absorbed profitably by the civilian research organizations of American industry; profitably, that is, in the national sense.—*Sir Henry Tizard*

A government for the people must depend for its success on the intelligence, the morality, the justice, and the interest of the people themselves.—*Grover Cleveland*

The best advice on the art of being happy is about as easy to follow as advice to be well when one is sick.—*Madam Swetchine*



Each year it happens in men's hearts...

the Quality of Christmas

Cold, bright nights, all soundless, still as the winking stars...

Smells of sweet woodsmoke, climbing straight from ink-black chimneys...

Lights from windows on white snow, tracked by friendly, crunching footsteps...

The little laughs of children around gay, tinseled trees...

Men's smiles, and women's eyes that dance in the glow of ruddy firelight...

The common, rare, wonderful perfumes drifting from spicy kitchens...

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WHAT THE RETAIL BUYERS REPORT

Buyers Claim New Trend to Dowdy Look; Attack Reduced Price and Over-Dramatic Promotions

JEAN MOWAT

Chicago—Cosmetic manufacturers who expect to build a larger sales and profit volume for 1953 will have to give more attention to the education of their salespeople, to the buyers and the ultimate consumer than has ever been done previously.

There are new straws in the wind which the American women may or may not accept. Those returning from Europe are not having permanents. They have virtually discarded the lip-stick. They have gone in for either the mouse-eaten short cut or are letting their hair grow. They are not interested in rinses but want to have beautiful tresses, a la Grandmother. They are using a flat, colorless and almost dead make-up sans tinted foundation, rouge or powder. They are using the most subtle of fragrances, but "tuned" to the make-up and to their own personality.

Some buyers are feeling uneasy about their inventory. Some buyers frankly state that the manufacturers have not held the price line and change colors too often. The above is credited as the result!

Buyers Eat and Speak

At an informal luncheon, buyers discussed long-range ways to increase volume. Promotions based on price reductions, and over-dramatization, resting on such thin air as new cosmetic shades, were under severe attack.

Hair Departments

In this area, several stores have installed special departments for hair preparations, which continue to be great performers. These departments are already reflecting the new trend in taste. More hair salves, scalp oils and toners are being sold than in ages. Hair dyes and rinses continue to hold their own—and that means a sizeable volume. Each new home permanent is greeted with a rush on business. Pert recently held the edge on all others, but now Hudnut is ad-

vancing and is gaining new followers.

Soap

In the race to market hormone creams, soap has been sold short. Yet soap is a fit subject for dramatization. With the proper approach it could be the year's best seller!

Traveling Around

The St. Louis trade is promoting all kinds of lotions and creams to combat chapped hands, and is going for mixed-to-order face powders in a big way. Indianapolis retailers are advertising and displaying half-price merchandise and all types of lotions to protect against the weather. Kansas City has also jumped on the half-price bandwagon, with exemplary results. In several cities, stores tied in a new lip and nail color with formal evening wear, and the cash register showed encouraging results.

Milwaukee went after the fragrance business, Chicago ditto, with emphasis divided between elegance and price. Chicago is said to be the

Report from Middle West claims buyers see new Dowdy Look in crystal ball.

Scents, hair goods, gimmicks score; dramatic promotions needed to turn soap into best-seller.

Television seen offering opportunity to broaden cosmetic market, to reach rural areas.

one spot where Ciro's five-for-five package went over so big that it raised a problem regarding future deliveries.

The Trade and Television

In regards to television, manufacturers are missing their big chance to really broaden their market, particularly in rural areas, which are difficult to reach. Demonstrations on how to apply creams, and how to use make-up, could do wonders for sales.

French Horse Blood Serum Beauty Product Makes Hay; Primrose House Holds the Reins

MAGGIE FLEMMING

Buffalo—Most sensational new promotion in the Buffalo area is that of Revlon's Fire and Ice lip-stick and nail polish combination. The personality questionnaire included in the initial advertising was "the gimmick" that made the promotion so outstanding, and accounted for such exhilarating sales volume right from the beginning. The entire presentation was further enhanced by the straight news release, date-lined New York and by-lined by a clever publicity gal whose name unfortunately eludes me, which focused attention on the fact that this winter's woman would be a combination of "fire and ice" and included the above-mentioned personality questionnaire to help

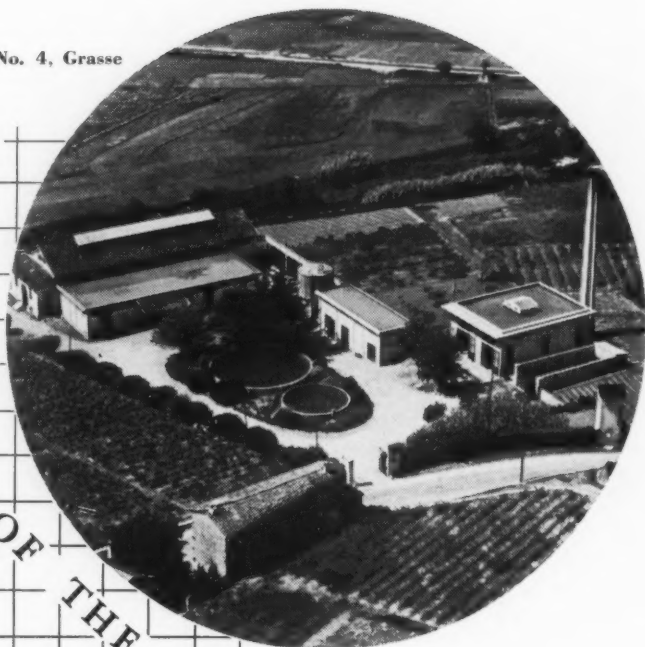
readers discover if they could qualify for the "fire and ice" category.

Dermetics Clinic

At the Wm. Hengerer Co., a week-long Dermetics clinic achieved considerable success, featuring two representatives from Dermetics who aided customers with complexion care and special complexion problems. The week-long color-casting clinic of Revlon, conducted by Revlon representatives O'Farrell and Kelly, did not fare as well as it deserved to due to the fact that it was a particularly slow week in the store, with customer traffic far below its average throughout the entire week.

J. N. Adam's was in a flurry of stacking newly-arrived Christmas items and the installation of Christ-

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mas decorations, which are the most delicate but exciting ones seen thus far. Intermittent counters are topped by five-foot frosted lime Christmas trees, with multi-colored metal balls floating around them via wires suspended from a perpetual-motion gadget in the ceiling.

Blanche Delysia's Secret

Most unusual beauty item at this store is Blanche Delysia's "Le Secret," the revolutionary new beauty treatment imported from Paris and distributed by Primrose House throughout the United States. A biological product, "Le Secret" is a natural beauty serum containing the essential elements of pure horse blood serum. The true blood serum has been separated, sterilized, made cosmetically pleasing, and hermetically sealed in vials to insure vital freshness. This idea was inspired by tales of the youthful firmness achieved in centuries past by famous French beauties who applied the meat of freshly killed animals to their face and throat. The product Madame Delysia devised is said to make now available this same beauty by this same beautifying principle, but in dainty form—and biologically pure.

"Le Secret" is presented as a supplementary beauty aid to be used—not instead of, but in conjunction—with one's regular cosmetic treatments. The firming, restoring, and rejuvenating effects of "Le Secret" are, it is claimed, not just tempo-

rary. But the more consistently it is used during the first two weeks, it is stressed, the more gratifying will be the results. It comes in two sizes



Virginia Mayo, of Hollywood fame, is SNIFFING, not eating, Faberge's new Savon Extraordinaire soap, scented with Aphrodisia perfume.

—7 treatments for \$12.00, or 26 for \$36.00, both plus tax. Its price naturally removed it from the "popular sellers" category. But in the five months which it has now been at J. N. Adam's, its volume has gained solidly with each successive month—and all this through counter display and word-of-mouth advertising of satisfied customers, because it has been spotlighted by very little promotion or paid advertising!

Sales of Scents, Tussy Hormone Lotion, Lipsticks, Permanents, Dyes and Other Hair Products Good

MARY LINN WHITE

Cincinnati—Scents proved profitable in several promotions here, and their sale, added to early moving Christmas merchandise and several specials, meant better-than-last-year figures for most cosmetics departments and shops here.

The wafting of Angelique's fragrance into an arcade and the town's quality shopping street brought very satisfactory sales at the H. and S. Pogue Co. Ciro's Originals, packaged for \$5, were successful wherever available, and in a perfume demonstration of "Charles the Fifth," Rollman's did \$300-a-day business though the perfume itself was only 39 cents each. The store credited a recent article in *Glamour Magazine* with part of the sales; tremendous traffic in the store, attracted by store-wide price reductions, also accounted for part of it. Similarly, at Mabley and Ca-

rew, anniversary sale traffic, and a slick prestige promotion of Harriet Hubbard Ayer's Civa mounted sales totals for the month.

Other items mentioned were Faberge's two-piece cologne package at \$2.50 and a men's set by Old Spice for \$2. Buyers surmised that this was mostly Christmas material.

Kids' Bath Kit

A children's bath kit containing soap, bath sponge, bathsalts, comb, and toothbrush packaged in cellophane, did a reorder business at Alms and Doecke. Price was apparently a feature here, since a similar idea in a smart plastic miniature cabinet was put out last Christmas at \$5. Before Election Day, this store had set up its annual inexpensive-gift-counter and was prospering with it as usual. Constant sellers at this store are Houbigant's liquid skin sachet and Revlon's

aquamarine lotion, whether promoted or not.

A half-price arrangement on Tussy's hormone lotion did well, and the same house's Beauty Plus reduced-price promotion did the same. Barbara Gould's lipsticks at two-for-a-dollar were a hit. A cold snap increased treatment sales nicely, and many women bought lipsticks, the prevailing favorite being a deep, true red.

Hair Products Swing Up

Hair products always do well here, but there is a current upswing now, apparently in preparation for the coming holiday season. Toni, Prom and Lilt are the leading home permanents here, and Roux tints, a color comb (temporary color just combs on), and Hudnut's Tru-tint (in reality a dye) are very popular. A Hudnut personal representative did an outstanding job with hair product demonstration at the John Shillito Co.

Perfume Automat

As for gimmicks: an automatic perfume dispenser set up on the mezzanine of a downtown hotel, was needing frequent refills. The scents were priced at 10 cents and 20 cents a whiff, but price notwithstanding, Chanel was the favorite during the first month of installation.

Dry Dallas Shops for Creams and Lotions

JEAN ROBERTS

Dallas—The Christmas catalogs from the major department stores in Dallas hit the mails early last month. Each year they seem to carry more cosmetic items.

Buyers report that if the items are carefully selected they bring good mail order business in these booklets. Repeats are made from year to year on the basis of the revenue that can be traced to each item advertised.

Aside from these catalogues, the stores have largely concentrated on regular merchandise items, launching into Christmas business about the third week in November, or the week before Thanksgiving.

There has been a large amount of newspaper linage from cosmetic departments during the past month, working up the interest for Christmas. Since there has been a drought here and an actual shortage of water, creams have had a better than usual talking point. The dry weather has sent more than an ordinary number of buy-

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Corylopsis	Narcisse
Crechene	Neroli
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ers for such items as hand creams, dry weather lotions and dry skin creams. One clerk reports that her customers are asking specifically for cream shampoos as opposed to the liquid ones which usually carry a greater sale.

Home permanents are reported in most departments to have taken a spurt . . . perhaps in line with new wardrobes, or perhaps the dry weather has led to more haircuts and thus more permanents. Leading sellers among these home sets were Toni, Lilt and Richard Hudnut.

In contrast to summer, customers are more interested in matching colors in lipstick, nail polishes and rouges. Questions are asked about wearing with fashion colors. Particularly at Neiman-Marcus, the sales personnel must be coached on the new colors and how they fit into wardrobes.

Both chain drugs and department stores report that sales are

about same as last year, although there was a drop in business right around election and a definite spurt immediately afterwards.

On the basis of last year's experience, buyers have bought large stocks of cosmetic items which are attractively gift-wrapped by the manufacturer.

Most successful promotion reported last month was Revlon's "Fire and Ice" for which Neiman-Marcus used tie-in advertising.



India's screen stars Nargis (left) and Bina Rai (right), on a Hollywood visit, are personally guided through the Max Factor studio by Max Factor, Jr.

West Coast Department Stores Find Gimmicks Pay; Also Stress Bath, Hair Goods, Men's Lines

DON COWLING

Los Angeles—Gimmicks, when backed by a well-planned promotion, can be the hottest thing outside the sun.

Zion's Co-operative Mercantile Institution, Salt Lake City's largest department store, now has one whole case with back bar in a prominent part of the toiletries section devoted to a Gadget Bar. In this section are presented such items as a cocktail shaker containing thimble, needles and thread; stamp books; bobby pin holders; silent butlers; pill boxes; fancy combs; key chains; clothes brushes; bud vases filled with sachet, and many other odds and ends. The buyer says this gadget bar plentifully justifies the space it takes, and she is looking for more gadgets to add to her stock there. She likes Barbara Gould's plastic dome with body powder, the dome reusable when empty.

Men's Toiletries

More attention is being given men's toiletries by department stores during the holiday season. Buffum's in Long Beach is devoting an aisle table to men's toiletries in addition to the regular case, and most other stores in this area are playing them up. Soaps, bath powders, sponges, and bath brushes are getting good plays. But the cry is

for gimmicks, gadgets, something different. It seems almost as though the toiletries section in department stores is becoming more and more important in the store's merchandising picture. The days when toiletries were hidden at the back of the store and used as come on bait are long gone. Salesmen with many lines not ordinarily regarded as belonging in toiletries sections are meeting a welcome there, and apparently more and more of them are making the toiletries section the first call in the store.

Test Vials

Demonstrators for a treatment line which furnishes its accounts glass vials full of face powder to show the shades have found a real demand on the part of their customers to buy the vials. They come with a shaker top under a metal screw cap, and many customers, testing the powder by shaking it out of the vial, fall in love with the idea of carrying it right along in their purses. These demonstrators feel that such a vial, in glass or plastic, would meet with ready acceptance, either full of face powder or as a free inducement with a box of face powder.

Hair Goods

Hair goods, hair preparations, everything for the hair is hot in toiletries sections these days.

Faberge Soap, Lenthéric Pippin Red Score

LEE MCKENNON

New Orleans—Faberge's packaging of soap, 3 bars for \$1.50 in an attractive cylinder box, is most pleasing to the buyer. It is selling nicely as does the double decker of soap and bath oil packaged together for \$2.50. The \$2.50 container of sachet is very unusual in appearance with a large cork cover and a colored band around the middle to indicate the fragrance of the contents. The buyer feels the tasteful appearance spurs sales.

Lenthéric's Pippin Red Red-Hot

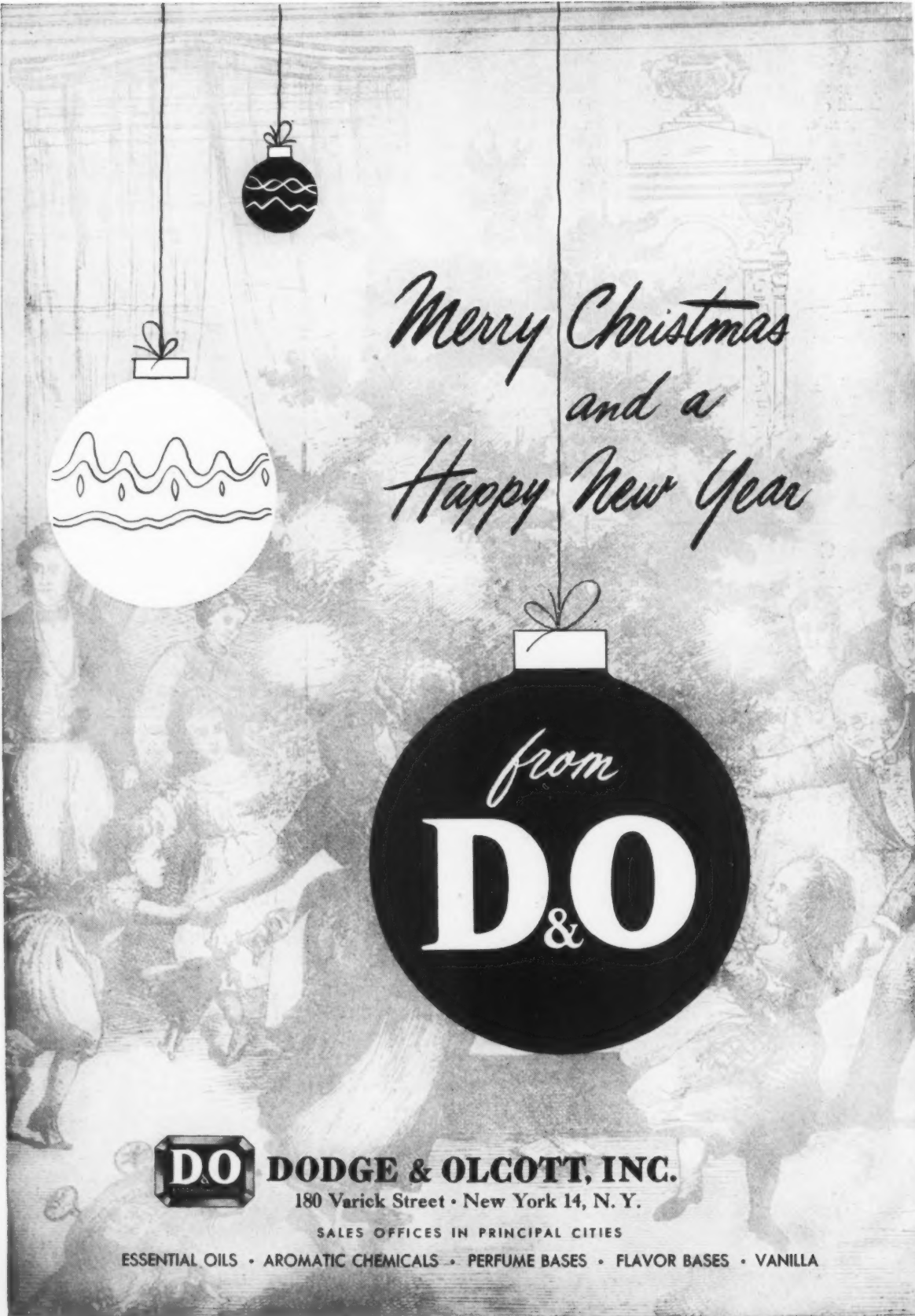
Ever so often a cosmetic will sell far better than other items on the counters and Lenthéric's Pippin Red lipstick proves to be one of those at another department store. The buyer says it has outsold all other colors and lipsticks this season. She says many women are delighted with its clear red which they feel can be worn with any color.

Manufacturers' representatives are on the road and the buyers welcome them happily as they almost invariably boost sales and make steady customers for their lines. Barbara Gould's representative was at a department store here recently and the response was very gratifying. Max Factor's representative has just left and she sold a fine volume of the famous make-up line.

Plastic Applauded

Plastic containers continue to enhance the sales of quality products, according to the buyer in a larger department store. Revlon's Acqua-marine Shampoo in four types (for dry, normal, oily and tinted hair) is selling very well here. The buyer feels the choice of shampoo to suit the customer's type of hair is extremely practical and attractive but she added that the plastic bottle also is a sales aid. She says women comment that in the shower, or in the basin, the unbreakable bottle is so convenient for a shampoo.

Another buyer commented on how very well Frances Denney is advertising her Invisible Beauty Strap and how noticeable the results of this advertising have been. The preparation continues to be a very best seller month after month. Women do wish to retain a youthful appearance and quite often are guided by what they read in the daily paper.



*Merry Christmas
and a
Happy New Year*

from
D.O.



DODGE & OLCOTT, INC.

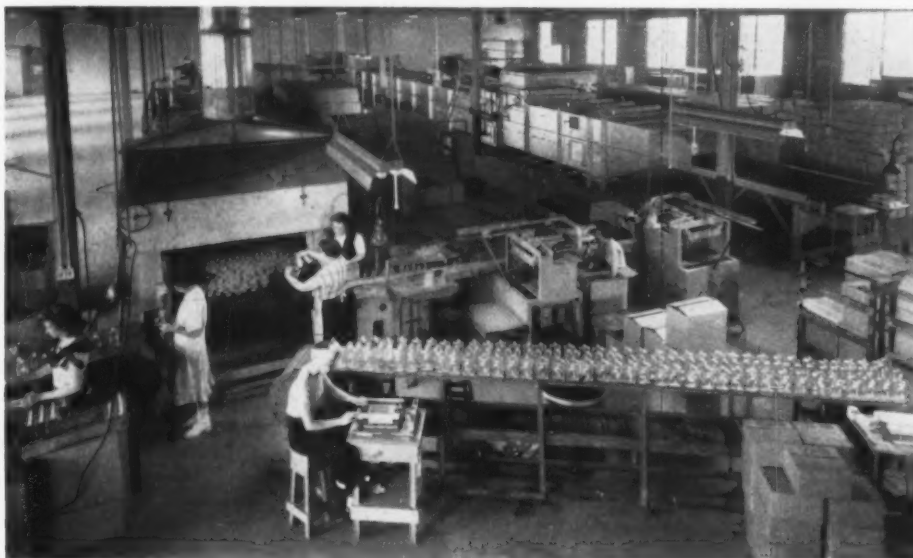
180 Varick Street • New York 14, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • VANILLA

Hints for Improving Production

*Plant design and layouts . . . Not more than one plant in three is adequately designed for efficient production . . . Anticipating the requirements of tomorrow . . . New equipment for the plant**



The plant of today has to meet the requirements of tomorrow.

WE are in an era of large scale industrial plant construction. Every day we read in the newspapers of new plants on which construction is being started. We get the impression of huge expansion and of tremendous modernization of our industrial complex.

But this modernization, which started on a large scale a few years ago, is long overdue. Our industrial plants have been steadily falling behind the advances made in technology and have been rapidly becoming inadequate. To an amazing degree, our industries have been operating in outmoded plants.

The situation cannot, of course, be corrected in the span of a few years. At the present time, after all of the modernization we have had

recently, probably one-third of our national plant is obsolete and another one-third is obsolescent. In other words, not more than one plant out of every three is adequately designed for efficient production.

This condition is the inevitable result of change; of changes in industrial processes and technology, of changes in transportation patterns, changes in products and other changes. This phenomenon of "continual change" is a dynamic factor in our industrial life, and has been described by a great contemporary writer, who so aptly said, "There is nothing so permanent as change."

The continual erosion due to change is a matter of vital importance to industrial executives and engineers because it renders obsolete not only physical things, but also concepts. For example, an increase in labor costs may alter the

balance as to the amount of mechanization that is economically justified. New labor saving equipment might be unadaptable to old structures. Truck transportation today may be more convenient, or cost less, than rail transport under certain circumstances. And plants with rail siding may be poorly located for trucking, or badly designed for it. As time goes on and changes continue, the plant which at one time may have been excellently adapted to its purpose, becomes out-of-date, and a high-cost producer.

And thus, we have plants which are so constructed, or so situated, or so laid out, that they just cannot take advantage of the latest equipment available, or cannot be adapted to operations on the present scale. Yet, in many cases, we continue to operate them.

In designing a new plant and making a new layout, we have the

*Opening remarks of Gilbert I. Ross, Ross & Co., in address before Pennsylvania Manufacturing Confectioners Assn. in cooperation with Lehigh University Institute of Research.

opportunity not only to fit the facility to the needs of today, but also to anticipate or seek to anticipate, the requirements of tomorrow. That is a real challenge.

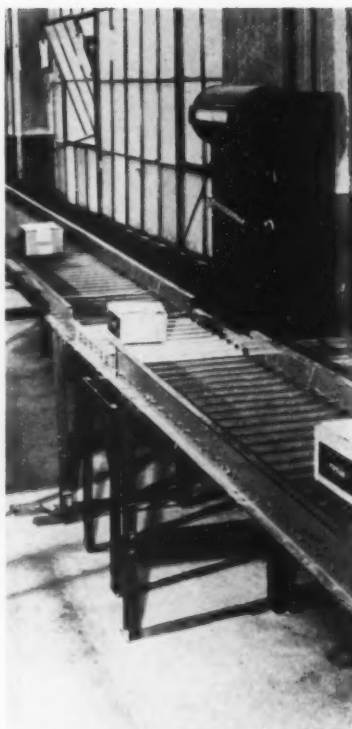
The problem is not a simple one of providing enough floor space and enough carrying capacity and ceiling height and power and other such things. The design of a modern plant is, in one sense, the determination and bringing together of the facilities that will be required by each worker and executive to perform his work most efficiently. This includes not only manufacturing facilities and space for warehousing, but also those things which are necessary in this day and age for the safety, comfort and convenience and well-being of the worker. However, even after providing for those features that are required by the plant functions, the designer should have a vision of the plant of tomorrow. Thinking should be big and courageous. Aisles should be wide, elevators, if any, large and fast, headroom ample, power and other service lines ample, and so forth. It seems to be difficult to err on the side of having provided for too much development and growth. Just try to recall, from your own experience, a single plant where the planning and the layout and the design have been too generous.

Atomic Energy for Analysis

A new and what is reported to be a highly accurate method of using atomic energy to detect and measure impurities in foods, pharmaceuticals and other materials has been developed at the Oak Ridge National Laboratory. The analysis technique, which should help manufacturers to improve the purity of the final product, is now being offered as a service to industrial and scientific organizations by arrangement of the Atom Energy Commission through Carbide & Carbon Chemicals Co. which operates the laboratory. The Laboratory announces that it will furnish information as to how samples may be submitted by anyone interested in learning more about neutron-activation analysis; and whether any particular analysis can be made with the new technique.

Shipping Scale in Conveyor Line

To avoid extra handling of outbound cartons before shipment is easy if a scale is integrated into the conveyor line which leads from

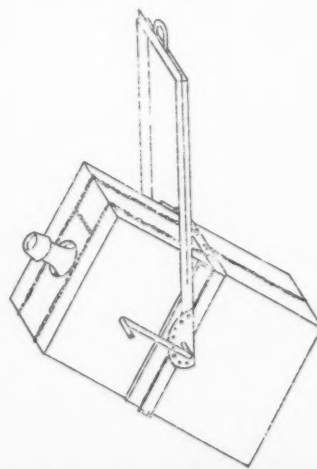


Scale is in center of picture

production or storage to shipping according to the Lamson Corp. With no waste motion or detours cartons move down the roller gravity conveyor line and arrive at the scale section where they are checked for proper shipping weight. After the weight has been verified the cartons move on down the line to be shipped.

Acid Carboy Dumper

A carboy dumper for use with hoists or overhead conveyors that is said to permit quick, safe han-



Chains prevent wood from splitting

dling of acids is offered by General Scientific Equipment Co. The makers state that it may be quickly attached to any overhead hoist for dumping, moving, storing, loading, filling and general handling of acid carboys. A feature is that the carboy may be tilted to any angle and locked in position to assure steady pouring. The dumper is constructed to fit the particular acid carboy on which it will be used.

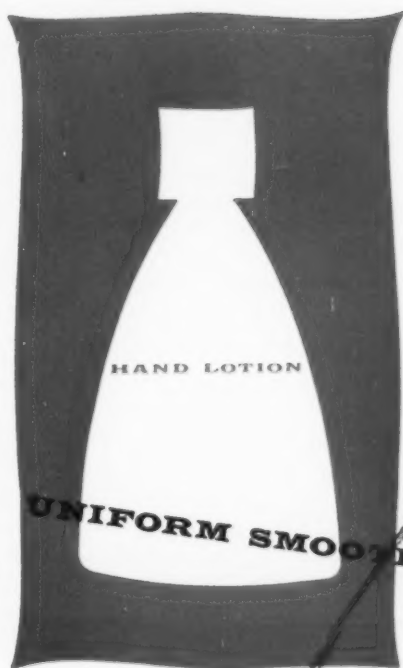
Processing Literature

Polyglycol Esters, surface active agents, is the subject of a loose leaf catalog bound in substantial heavy paper covers recently issued by the Kessler Chemical Co. Inc. It contains much useful information on the chemical and physical properties of the polyethylene glycol esters and specifications of the different classes of esters as well as descriptions of special esters. Formulations for various cosmetics, etc. are given.

Improvement of fish oils by polymerization is the subject of a 6-page pamphlet issued by the General Industrial Development Corp. on B-mag polymerization plants for fish oil. The manufacture of edible oils with no remaining traces of fish taste or odor is described. The pamphlet contains a flow sheet and photographs of polymerization autoclaves. The process is said to be used successfully in western Europe where polymerized fish oil is used instead of vegetable oils.

Perfumes and deodorants could be utilized to more advantage in industry according to Polak & Schwarz (England) Ltd. and to back up its faith it is circularizing a number of selected trades throughout the country which meet with odor problems from time to time. A pamphlet, for example has been mailed to such industries as polishes, paints, paper and printing calling attention to the service of the company in aiding in the solution of odor problems.

How to Reduce Distribution Costs is the subject of a 30-page booklet issued by the National Wholesale Druggists' Assn., 330 W. 42nd St., New York 36, N.Y. It is a reprint of the full report by President Charles D. Doerr together with all charts and figures. Interesting and useful facts for manufacturers who sell through drug stores are given in the booklet.



UNIFORM SMOOTHENER, THICKENER, STABILIZER

New information on the use of cellulose gum (Hercules® CMC)
is now available upon request. Based on recent research findings,
it lists the special advantages of cellulose gum in lotions.
Cellulose gum meets the specifications of the Toilet Goods Association.

HERCULES

CELLULOSE GUM



HERCULES POWDER COMPANY Cellulose Products Department, 924 Market Street, Wilmington 99, Delaware

CM52-15



The Givaudan plant at Geneva, Switzerland

The Givaudan plant at Lyons, France

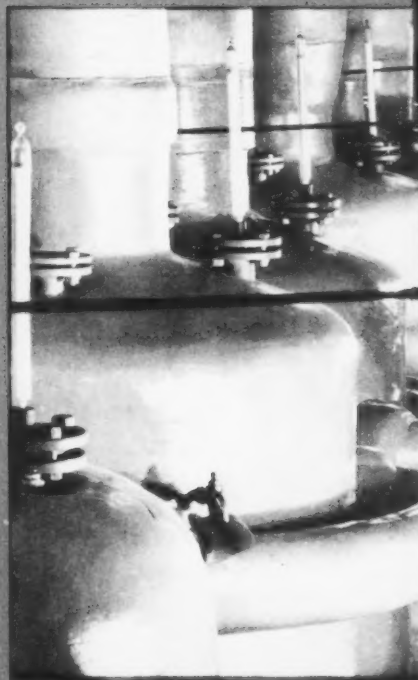




because of *Giwardan's*
CONTINENTAL
ASSOCIATIONS...

in France, Switzerland and elsewhere in
Europe, our staff is constantly
in touch with new developments and trends in
fragrances... always seeking to
broaden the scope of your creative abilities
with finer and more varied materials.

"Fragrance is your business
... and ours"



Giwardan-Delawanna,
Inc.

330 West 42nd Street, New York 36, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Chicago • Seattle • Los Angeles • Toronto



Duraglas stock-mold bottle No. A-4445 can help you gain brand recognition at the point of sale.

MAKE-UP makes the difference ...

gives your package individuality . . . your complete line a family look!

There's a world of difference at the point of sale when your product or your complete line has a distinctive package with sales appeal. Your products present a united sales impact . . . benefit from impulse sales as well as your brand recognition.

Owens-Illinois has more than 1400 different sizes and styles of stock-mold Duraglas containers from which you can choose the ones that are exactly

right for your products. Then, skilled packaging specialists at the Duraglas Center will help you add glamour and sales appeal with an effective label and closure combination.

Even in these unusual times there is wide latitude to the individuality you can give your product. And, remember, no matter what market conditions may be, it doesn't pay to let your package get out of the habit of selling.

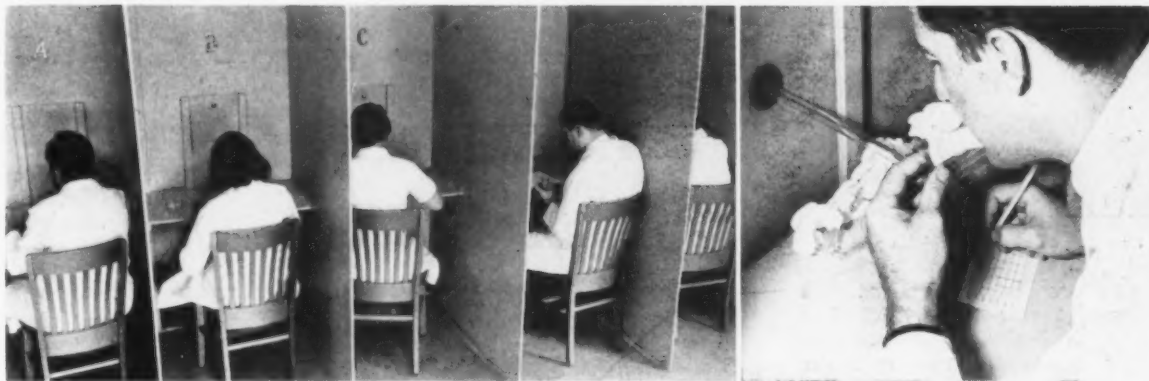


These Duraglas rounds offer a family range of 1/2-oz., 1-oz., 2-oz., 4-oz., 6-oz., 8-oz., and 16-oz. sizes.

Duraglas packages are protectors of quality

OWENS-ILLINOIS GLASS COMPANY • TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

New Products and Developments



Arrangement of booths in new sensory laboratory. Right, evaluating a control product, as shown in close-up.

New Organoleptic Laboratory

A new organoleptic laboratory consisting of four rooms including a technical kitchen for the preparation of samples, two panel rooms equipped with conference tables and booths for the use of judges and an additional room for interviewing and examining panel participants has been established by Evans Research & Development Corp. Currently five separate panels convene every day for the evaluation of flavors and odors the company reports. The panel rooms have 12 booths arranged in pairs of six facing each other. Apertures are provided between facing booths so that a person judging a breath odor can make direct observations of a subject's breath through a glass tube.

Electronics in Office Machines

An office size machine that incorporates the use of electronics has



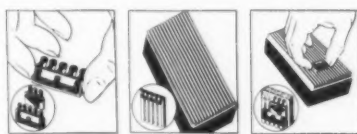
Two business-machines are integrated

been developed by the Benson-Lehner Corp. The new Computyper does not replace business machines now in use but rather combines a

Friden calculator with an electric typewriter through automatic control circuits. With it a calculator may be operated—addition, subtraction, and multiplication—and the results are automatically printed. By actual test the company states calculating and tabulating may be done four times faster and the human element present in the transposition of figures is eliminated. The company invites inquiries on any problems relating to applied cybernetics.

Marking and Stamping

Wherever frequent changes make permanent stamping and marking



Interchangeable rubber base-lock type

devices impractical, rubber base-lock type cuts hours off marking and stamping operations, saves money by using only one stamping device instead of several and eliminates marking errors by reducing multiple operations to just one according to the U. S. Rubber Stamp Co. The company offers interchangeable rubber base-lock type in standard and made to order sizes and type faces. As shown in the illustration the new interchangeable type makes it possible to employ different type faces and numbers of various sizes which align perfectly in rubber channels on a wide assortment of marking machines and

stamping devices. With it there is no sliding of type or irregular or uneven spacing. The type is available in all standard type faces and sizes as well as special logotypes, figures or trademark stamps. Complete information including the various marking devices with which the type may be used will be sent on request.

Gummed Tape Dispenser

With the new portable gummed tape machine known as the Roll-on-Sealer it is possible to seal or re-seal cartons wherever they may be without moving them to the shipping room according to the Mid States Gummed Paper Co. It may be picked up and carried anywhere ready for use. A non-spilling water tank said to operate on a new principle makes it possible to use the sealer on any position and to tape with the machine upright, on its side or upside down. The machine



Portable gummed tape dispenser

rolls freshly moistened tape directly onto the carton. A twist of the wrist cuts the tape strip to the right length after application.



New Colgate after shave lotion package

COLGATE-PALMOLIVE-PEET CO. has adopted a new bright gold Gair-Reynolds Foiline carton with dark green lettering for the larger size of its green After Shave Lotion. Finger-prints can easily be wiped off from the soil-resisting Foiline, it is said. The glass bears fired lettering and is topped by a gold colored cap. The package sells for \$1.

CHERAMY, INC. will stress its deodorants with a special January promotion package containing A/S Stick Deodorant and April Showers Deodorant Talc. The package will sell for 75 cents, the cost of the A/S stick deodorant alone.

HOUBIGANT, INC. combines its Quelques Fleurs Hand Lotion and Body Powder in a self-display package that will sell for \$1, the price of the lotion alone. The special is slated for retail sale after December 26.

CIRO perfumes, each in its own bottle, and individually packaged, but arrayed in one giant box over a foot long, were featured in a Macy's, New York department store, mailing piece. The entire assortment, consisting of five \$2.50 bottles in different scents, sold for \$5.

MILKMAID, INC. has ready-wrapped its products for Christmas giving. Prices ranged from \$1.50 to \$4.50.

LENTHERIC offers a combination package of its \$1 Sheer Beauty Hand Lotion plus a 50 cent cake of Sheer Beauty Soap, together in a clear plastic bag, for \$1.

ELIZABETH ARDEN gift packages include a jewel and pearl embroidered velvet mit, with a bottle of My Love Eau de France protruding through the finger opening, and a Parfumair of My Lover Perfume

stuck in the thumb opening. It is priced at \$15. Christmas packages start at \$2.25; perfume gifts range from \$4.50 to \$69.50.

HAZEL BISHOP has just introduced a balanced assortment of its \$1.10 Jeweled Lipsticks in a jewelbox counter display container. The lipstick is being promoted on all Hazel Bishop network radio and television programs, and newspaper and magazine advertisements.

WILDROOT CO., INC. uses a new corrugated display stand to merchandise the 29, 59 and 98 cents of its liquid cream Lady Wildroot Shampoo. It is printed red and blue on white board.

REVLON is introducing Fire and Ice, a "lush and passionate" scarlet make-up color. Fire and Ice Lipstick is \$1.10, Nail Enamel 60 cents, and Frosted Nail Enamel 75 cents. Fire and Ice Matchbox, containing Indelible-Creme or regular Lipstick and Nail Enamel, retails for \$1.70.

HELENA RUBINSTEIN will introduce Silk-Tone make-up base with hormones, in six shades, on December



Silk-Tone make-up base

26. It will sell for \$3 per 1 ounce size, \$5 per 2 ounces. The annual sale of Hormone Twins will also start December 26, and will continue through January. The combination special contains Estrogenic Hormone Cream and Oil, and will sell for \$3.50 instead of the regular \$6 price.

REVLON is distributing new Aquamarine Talc at \$1.10.

DOROTHY GRAY is marketing Treasure Twins, a black faille purse with perfume and lipstick in jewelled cases, at \$3.50. The lipstick alone in purse sells for \$1.50.

THE HOUSE OF "4711" has introduced a new product, La Ronda

★ *New*

Oil of Cologne, it is announced by John A. Roosevelt, president of the company. Packaged in a new three-ounce bottle, it sells for \$1.25.

JEAN NATE is marketing a Men's Combination Set, consisting of a bottle of After Shave Lotion and a can of Men's Talc, packaged together in a transparent vinylite bag bound in black with a black draw-



Jean Nate Combination Set

string. The bottle is decorated with a man's dress shirt front label; the new green talc can has a "J.N." motif in white, and comes with a slide opening. It retails for \$2.25.

MARY CHESSE is undertaking a special January promotion of its Cream Body Massage for chapped and dry skin. Available in six scents, it sells for \$1.25 per eight-ounce bottle, the price of four ounces. Also being promoted is the firm's separate men's line, Chessmen. Prices range from 75 cents to \$2.50 for single items, \$2 to \$15 for sets. Bottles are light-weight, non-spillable plastic.

COLGATE-PALMOLIVE-PEET CO. is using television and radio shows, spot radio, and national women's magazines to stress that Palmolive Soap contains chlorophyll. The campaign was planned following "tremendous" sales results from tests held last Spring.

HELENE CURTIS INDUSTRIES, INC. is marketing a new hair product, Conditioning Creme Rinse with Lanolin. It is being introduced nationally through a consumer sampling offer in combination with Helene Curtis Shampoo Plus Egg. Helene Curtis Creme Rinse retails at 59 cents and \$1.

Packaging & Promotions

CERTIFIED LABS. is introducing Chlorocol, a rubbing alcohol containing chlorophyll. It is backed by a newspaper advertising campaign. The pint bottle sells for 59 cents.

GEORGE PICKRELL, INC. is introducing a new line of violet perfumes. In a plastic case it sells for \$6, the one dram size is \$1, and the one ounce bottle retails for \$7. The



George Pickrell perfume line

labels are in silver and blue. The concern also markets Whisk Off, for use before shaving with an electric razor. Among the advantages claimed for it are cooler-running cutting head, absorption of oil and perspiration, and closer shaves in less time. It sells for \$1.

REVLON is introducing Second Nature, a new liquid make-up base containing 6,000 units of estrogenic hormones per ounce. It comes in eight shades and sells for \$3.50.

DOROTHY GRAY offers its repackaged Cellogen Hormone Cream at \$2.50 per four oz. jar, instead of \$5, for a limited time only starting December 26.

BRISTOL-MYERS is scheduling a promotion for Mum Lotion Deodorant.

GUERLAIN is marketing a new perfume called Atuana.

CHESEBROUGH MFG. CO. CONS. is distributing new paperboard counter displays for the pocket and purse sizes of their Vaseline Lip Ice pomade sticks. Designed and made by Robert Gair Co., Inc., they display each individual stick in full view and within easy reach for shelf service. The 10 cent size



Lip Ice counter displays

is mounted on a display card equipped with easel for counter use as well as a nail hole for wall-hanging. Both displays are printed in yellow, green and black on white board.

HELENA RUBINSTEIN, INC. packages its perfume cologne line in specially designed Christmas gift cartons. The colored jeweled cap of the cologne bottle is displayed through the open petal-top of the Gair Reynolds Foilne carton. The board is also printed on reverse so as to form colored petals. The printing colors differ to match the various fragrances.

HELENE CURTIS INDUSTRIES, INC. announces that its Spray Net (liquid hair fixative) advertising budget is now running at the rate of over \$1,500,000 annually.

ABBOTT GIFTS is marketing De-Odo-Phone to "remove forever those odious traces of heavy smoking, bad breath and saliva showers" on the telephone mouthpiece. It consists of a flexible black acetate plastic device which holds a wick in place on the mouthpiece. The wick may be moistened with any cologne, perfume, deodorant, or disinfectant. The attachment, with 12 wicks, sells for \$1.

PAUL D. NEWTON & CO., for their Merry-Go-Round colognes, and Sortilege, for their perfume-sachet, are leading contenders in the Women's Division of the Hess Brothers (Allentown, Pa.) Awards for Versatility in Design for multiple use of merchandise.

JULES MONTENIER, INC. for Stop-ette, has assumed sponsorship of "What's My Line," the guess-your-

occupation program featuring a panel of experts, over the CBS radio network Wednesdays, 9:30-10:00 P.M., E.S.T.

BRIDGEPORT BRASS CO. is marketing a new 6 oz. size of its Good-Aire Air Refresher in green, white and gold aerosol, with an upwards spray. It sells for 98 cents; the 12 oz. size sells for \$1.89.

BRISTOL-MYERS CO. is backing its new Ipana with a radio, television and general, farm, and women's magazines campaign. Cartons of the large and economy sizes may be returned to the concern for a 25 cent refund.

AR-EX COSMETICS offers Twin Creams for psoriasis sufferers.

SEVENTEEN's December issue features 28 toiletries in a colorsread.

CORDAY's scents inspired a musical composition by Harry Revel, according to RCA Victor. Recorded on an RCA 45 Extended Play disc, it sells for \$1.47. The sleeve of the record tells the tale of the composition's creation and prominently pictures the Corday bottles.

ALLEN B. WRISLEY CO. is repeating its special annual sale of Four Seasons Lotion; the regular \$1 bottle sells for 69 cents.

BARBASOL CO. sponsors five-minute football reports and summaries before and after Mutual's Game of the Week on Saturday afternoons.

SUPERIOR PRODUCTS CO. offers Sue Préé Creme Colognes. It comes in three fragrances, is said to be non-alcoholic, not to dry out or dry the skin, and to be readily absorbed by the skin. It comes in Owens-Illinois Glass Co. Duraglas jars with white plastic closures. Distribution is direct to variety stores.

Creme Cologne





Lamp-post perfume package

PARFUMS CORDAY offers a ten inch replica of the Rue de la Paix, Paris, lamp-posts, holding a dram each of three fragrances. Entirely hand-worked and handpainted, it is anchored at the base by a ceramic ashtray. It sells for \$12.75.

Revenue Official Clarifies Tax on Combination Packages

The excise tax on combination packages applies to the same proportion of their retail price as the proportion of the price of the taxable products to the sum of all the products' prices. This holds true regardless whether the retail price of combination packages is higher or lower than the sum of the prices of the individual products, according to Deputy Commissioner D. S. Bliss of the Bureau of Internal Revenue.

If, however, the retailer has no way of knowing the retail price of the individual products, the tax will apply to the retail price of the entire package.

Scottish Self-Service Stores Expand Toiletries Displays

Toiletries and soaps are being displayed increasingly advantageously by Scottish self-service outlets, especially by many grocery outlets. In many recent openings an entire wall is occupied by goods which the stores classify as "sundries" but which consist mainly of soaps, cleansers, toiletries and smaller home remedies.

It is reported that the volume of business in these lines is steadily increasing, particularly in men's toi-

lettries sold on a self-service basis to women. The trend is also towards stunt "specials," as when Tide made its recent expanded debut. Special positions and special publicity were arranged, with notable success. Placement of smaller items at checkout points or at ration counters are reported as being particularly advantageous. Sales of toiletries and home remedies are high even in locations with nearby service pharmacies.

TGA Offers Free Toiletries Advertising Advice

To meet the possibility of a Federal Trade Commission investigation into cosmetics advertising, The Toilet Goods Assn. offers, for a limited time, confidential advice on all advertising and promotional material submitted to it, regardless of whether the cosmetic firm is a member of the organization or not.



Plastic squeeze bottle

CELEBRITY, INC. is marketing Petal Puff, a children's line, in plastic squeeze bottles in Robert Gair Co. cartons with clear Plastafol windows for visibility from three sides. The Plastafol is said to be so strong that it will not tear or break in ordinary store handling.

Survey Shows Supermarkets Promoting Cosmetics

Supermarkets are undertaking intensive promotions of drug and cosmetic items, according to a survey among 1000 such outlets across the nation, McCall's magazine and the Supermarket Institute report.

Evyann Sponsors Debutante Christmas Ball

Evyann will sponsor a Debutante Cotillion and Christmas Ball on December 22 at the Waldorf-Astoria Hotel, New York.

Richard Hudnut Sponsors Chain Store Classes

Richard Hudnut recently held a series of sales classes for chain store cosmeticians in Chicago, New York, Milwaukee, Dallas and Ft. Worth.

Toni Co. Distributes Hair Grooming Materials to Schools

Over 30,000 teachers will use Toni Co.'s specially prepared material on good grooming in their classes, benefiting over 1,500,000 high school girls, according to R. N. W. Harris, president of the Toni Division of the Gillette Co. The material consists of the 1953 edition of the "Hair Beauty on a Budget" booklet, a wall chart, and a full-color 27 minute movie, available on a short-term loan basis.

HELENA RUBINSTEIN is introducing Silk-Tone Liquid Rouge, which is said to be as easy to apply as foundation make-up. It comes in three shades at \$1 per 1/4 fluid ounce.

EILEEN CORTNEY will launch Flat-top, a new flat-formed lipstick.

HELENE CURTIS INDUSTRIES, INC. has repackaged its Suave Hair Dressing, using coral polyethylene instead of the former glass bottle. The bottle has a constrictor plug in its neck to permit easy dispensing control as the hair cream cosmetic is squeezed out. It is packaged in a gold foil cardboard and acetate display box.



New plastic bottle



The Editorial-"WE"

Holiday Greetings To Our Readers

As this issue of our publication reaches your hands, we hope that it will find our many friends and readers in the midst of joyous holiday festivities and sober year-end thoughts. The year 1952, we are convinced the statistics will demonstrate, was successful for the cosmetic, toilet goods, flavor, and allied industries. It was the year that saw the establishment of a national fair trade enabling act, following the disastrous price-cutting of a previous period. In every phase of research and new product development, 1952 saw continued advances—in aerosol packages, germicidal cosmetics, synthetic detergents, new studies of hair, and other fields. In expressing our hope and confidence that the new year about to be born will be equally gratifying, we are actually expressing confidence in an industry whose vigor and vitality have been continually demonstrated. To our friends, our readers, to all those associated with this great industry, to our colleagues publishing and editing the other valuable journals in this field—to all of you, a happy holiday, a prosperous new year!

TGA Sponsors Price Decontrol

This is the time for making resolutions, for setting up a program of accomplishments to be worked toward during the coming year—and for this industry, it seems to us, there are two matters of utmost urgency about which some timely comments art at this moment called for. The first is price control, or rather price decontrol. On October 27th, the Toilet Goods Association filed a petition with the Office of Price Stabilization, calling upon OPS to decontrol prices on perfumes, cosmetics, and toiletries. The petition, signed by Steve

Mayham, the association's executive vice-president, points out that the OPS Cosmetics Industry Advisory Committee had already petitioned for such decontrol, and suggests that there are four excellent arguments in favor of immediate decontrol: the lack of pressure against present price ceilings; the insignificant number of association members who have requested permission to raise their prices, despite the pressure of higher costs; the hardship in extra clerical work and record-keeping for wholesalers and retailers; and, finally, the consumption of important OPS funds for regulation of the prices of toiletries, when such funds might better be used in fields where price regulation is more urgently needed. Actually, as industry executives can ably demonstrate, it is most improbable that discontinuation of legislative or regulatory action would result in any higher prices for toiletries and cosmetics. The industry is constructed on far too competitive a basis, with no small group of firms playing a dominant role in the capture of the consumer's dollar. Furthermore, even when one mentions a particular cosmetic product, such as a face powder, a deodorant, a suntan lotion, or whatever it may be, this competitive picture remains intact. It would therefore be impossible for any company to have major price increases (or even minor ones, for that matter) without this being reflected in the sales. If, however, costs of raw materials should rise to such an extent that price levels cannot be maintained then—it will be argued—would not prices rise? But, in such an instance, the OPS itself makes provision for just such increases. All in all, the case for decontrol is an excellent one. Not decontrol in order to have higher prices, but in order to return the industry to self-control because governmental regulation is unnecessary.

Luxury Tax and Price Control

One of the curious aspects of the entire matter of price control is touched upon in the fourth point of the TGA petition, as mentioned above. The OPS, with its very limited funds (and the new administration has promised economy, which means less funds for the many governmental agencies and bureaus) was created by those who felt it would be an important factor in controlling inflation and in preventing the consumer's dollar from shrinking below its diminutive post-war size. Now, the consumer who is hard-pressed to make ends meet, to pay for the necessary everyday expenses of living, is the one who needed protection. The administration contended that a means had to be found so that the dollar that remained in the pay envelope would purchase an adequate amount of foods, pay the rent and the medical bills, buy necessary clothing, and take care of other necessities. We are convinced that the concept of what constitutes a necessity changes with the changing scene, and today, in our opinion, the lipstick and the face powder are as necessary to the girl as the dress she is wearing and perhaps, in a sense, as the food she is eating. Nevertheless, it is interesting to note that the government has created a completely contradictory position. For purposes of taxing the consumer, cosmetics are luxuries; hence, everyone who buys them is indulging in something over and above the necessities of life and should therefore make a contribution to the expenses of running this government. But, for purposes of price control to prevent further inflation, the luxurious aspects of cosmetics are conveniently forgotten and the products become necessities which, if not controlled, will contribute to the inflationary spiral. It is to the credit of the TGA that it has not simply reversed these two contentions, and fallen into the equally contradictory position of calling for the end of the tax on the grounds that the products are not luxuries, and the end of control on the grounds that they are not absolute necessities! The TGA, in its fourth point—in addition to the valid reasons for price decontrol given previous to that point—contends that controls are more urgently needed in other areas of consumer buying, areas which play a much more important role in any determination of

what happens to the consumer's dollar. This, however, in no way negates the fact that the government's two positions are completely at variance with each other. This, of course, is not a new discovery; in fact, we had occasion to point out that the Department of Commerce was praising fair trade while the Justice Department was arguing most vociferously against it.

The Luxury Tax and the NARD

We stated that there were two matters of utmost urgency facing the industry this year. Price control was the first, the luxury tax is the second. In our opinion, it is indeed regrettable that the National Association of Retail Druggists, at its annual convention held recently in St. Louis, passed a resolution urging that the cosmetic tax be made collectible at the point of manufacture instead of at the point of ultimate sale. This was the same resolution as had been passed by the NARD a year earlier, and the association expects to exert greater pressure than ever to effect such legislative change, particularly because the struggle for a national fair trade act has been successfully brought to a conclusion. Thus, the first objective of the association has become the change in the tax collection procedure. The druggists claim that there has been confusion, that some druggists have been subjected to undue hardship, that it is more difficult for a druggist than for a manufacturer to know whether a certain item is taxable. It would hardly be appropriate at this point to answer some of these arguments; that there is some merit in them, cannot be gainsaid. However, the NARD has taken a position which makes it virtually impossible for the entire industry to set into motion a united movement behind tax repeal or tax reform. Any step to transfer the tax collections to the manufacturer cannot be welcomed by the latter, for reasons too obvious to enumerate. Thus, while one section of the industry is using its offices, its forces, its efforts, to urge a lowering (if not a complete abolition) of the luxury tax—and is joined in this movement by women's clubs, consumer organizations, and others—another section is using its force and pressure to change, not the nature of the tax, but the method of collection. We hope the NARD will see

the lack of wisdom in such division and take steps to rectify this error, lending its efforts—as it did so valiantly and so brilliantly in the case of fair trade—to the struggle against the luxury tax.

Greetings to the SCC Medalist

An annual event that has become one of the highlights of the year for the toilet goods industry is the presentation of the Medal Award of the Society of Cosmetic Chemists. This year's medalist is a man whose scientific research revolutionized an entire section of the beauty products industry—Dr. Everett G. McDonough. Best known for his work on hair, and particularly for his eminent inventions and discoveries in the field of cold permanent waves, Dr. McDonough was indeed a logical choice for the coveted award. It is appropriate that Dr. McDonough joins a distinguished group of men who have previously won this award: Dr. Marston T. Bogert, Dr. Ralph Evans, Dr. Eric C. Kunz, and Mr. M. G. de Navarre.

An Industry of Small Businesses

It is reported by the United States Department of Commerce, Office of Business Economics, that there are more than four million business firms in the United States, a figure slightly lower than the high reached in June 1948. This figure sounds extremely high, but it should be kept in mind that it is made up very largely of retail firms. Actually, of the manufacturing industries, there are few fields of endeavor in which the small and medium-sized firms continue to operate and to play so important a role as in the toilet goods industry. However, to go back to the four million figure, we learn that business deaths are at this time greater than business births, an unhappy economic situation that must be corrected if this country is to continue to have a healthy economy in the future.

A Footnote on Flavors and Price Decontrol

Back again to price control, or decontrol, we learn with deep gratification that price ceilings have been removed on a large number of flavoring products, including extracts, emulsions, and other liquid flavors; beverage bases; and flavoring agents, syrups,

powders, concentrates, among others. This action recently came in response to a specific request calling for the removal of all price ceilings on flavoring products, that was adopted in the form of a resolution at the last annual convention of the Flavoring Extract Manufacturers' Association. We believe that manufacturers and users of flavors will benefit by this new action, for the same reasons, as previously mentioned, that the toiletries industry would benefit by similar price decontrol.

English Offer Cosmetic Study Course

FROM Great Britain comes news that a course in cosmetic chemistry is being given this fall at a school in London, the Hackney Technical College. The course, which the Society of Cosmetic Chemists of Great Britain has helped to organize, is being given in the evening and presumably a greater effort is being made to interest people in the industry rather than students in the school. In this way, it would correspond to the adult education and extension courses offered by several American universities. The course will include laboratory and lectures, and covers something in the fields of dermatology, emulsions, hair preparations, perfumes, and other subjects. It is most gratifying that a course of such a nature is being given in England and it is a testimonial to the leadership of the Society of Cosmetic Chemists in that country that it has helped to organize such a program of study. However, this entire matter merely brings to the fore the extreme poverty of opportunities for the study of cosmetic chemistry in the American universities. Neither the chemistry nor the pharmacy schools have paid attention to that important field. Perhaps the American Society of Cosmetic Chemists, taking a leaf from their colleagues abroad, could make an investigation of the possibilities for such studies. We would suggest, as a starting point, that with the changing nature of the pharmacy business and with the decline in drug store compounding, the pharmacy school might be the logical place for training in cosmetic chemistry.

Records required by OPS at the time that a material or service is decontrolled must be preserved for the period specified in the applicable regulation, the agency has ruled.



Flavors



Recent Flavor Developments

Improved flavor by recirculation of refrigerator air through activated carbon . . . Solubility of vanillin and propenyl guaethol . . . Analysis of ketones . . . Literature of essential oils . . . Water soluble gums

MORRIS B. JACOBS, Ph.D.

IT has been the custom for a number of years for this section to review developments in the flavor field both by the publication in full of some of the papers presented before various organizations such as the Flavoring Extract Manufacturers Assn., The Pennsylvania Manufacturing Confectioners' Assn. Production Conferences, the New York State Candy Manufacturers Assn., the Institute of Food Technologists, and the like.

It has also been customary to review papers of interest to flavorists and flavor chemists presented at the meetings of the American Chemical Society. At the September, 1952, meeting of the American Chemical Society held at Atlantic City not as many papers of direct interest to the readers of this section were presented as has been the case in past years. There were, however, a number of less direct interest read.

Refrigerator Odors

Amos Turk, Philip J. Messes, and Arthur Blaskiewicz of the W. B. Connor Engineering Corp., verified the observation that food flavor contamination during refrigerator storage could be caused by the odorous gases given off from other foods either fresh or spoiled. This type of food contamination and spoilage could be prevented or minimized by the recirculation of the air of the refrigerated storage space through activated carbon.

They carried out their experi-

ments in two refrigerated rooms, in one of which the air was recirculated through the activated carbon as mentioned and in the other of which the air was circulated at a rate equivalent to that used in the first room.

In successive experiments in these duplicate rooms, they stored U. S. choice beef at 36 deg. F., with (a) smoked and spiced meats, (b) partly spoiled veal, (c) pickles and sauerkraut, (d) partly spoiled fish, (e) rancid fats, and (f) freshly painted wood surfaces. The meat from each room for each set of experiments was then submitted to a taste panel of 10 tasters who obtained results in flavor differences which were statistically significant and in marked favor of the meat stored in the room containing the activated carbon.

A similar set of experiments was performed with butter stored in the presence of onions and melons. Here too the taste panel found significant flavor differences in the butter stored in the refrigerated room containing the activated carbon as compared with that stored where no activated carbon was present.

The panel, however, was unable to distinguish on a statistically significant basis between the meat stored in the refrigerated room containing the activated carbon in which pickles and sauerkraut were present and equivalent meat stored alone or between butter stored in

the room with activated carbon in the presence of melons and that stored alone.

Their analyses of the organic components adsorbed by the activated carbon indicated that the air concentrations in the purified room were of the order of from 0.004 to 0.1 pounds of odorous vapor per million cubic feet of air.

Dr. Amos Turk also presented a paper on a method for the control of vapor in enclosed spaces. He described how a uniform, low, constant, and reproducible vapor concentration in a closed space could be obtained by introducing the vapor into the test space by evaporation of its liquid state from a container of definite height and orifice diameter. Simultaneously the air in the test space is recirculated continuously through activated carbon at a known, definite rate. Equilibrium is established relatively rapidly thus giving a constant vapor concentration.

Vanillin and Vanitrope

L. C. Cartwright of Foster D. Snell Inc., presented a paper on the solubility of propenyl guaethol (Vanitrope, trade mark of Shulton, Inc.), bourbonal (so-called ethylvanillin), vanillin, and coumarin. The solubilities of propenyl guaethol and of vanillin in water and in water-ethyl alcohol and water-propylene glycol solutions, in the complete range from 100 per cent of water to 100 per cent of organic

solvent were detailed. The change in solubility of Vanitrope in 50 per cent propylene glycol solution and in 40 per cent ethyl alcohol solution and of bourbonal, vanillin, and coumarin in water in the range from 6 deg. to 50 deg. C. were also detailed. The simplified procedure for making the solubility determinations was described. The relative volatilities of these four aromatic flavoring compounds over the range from 24 to 90 deg. C. were also reported and tabulated. Vanillin, bourbonal, and coumarin are more soluble in water than propenyl guaethol. The volatilities are of about the same order.

Ketones

As a result of a study concerning the detection of ketones in essential oils, Robert H. Reitsema of the A. M. Todd Co., found that most of the plants in the *Mentha* genus could be classified as carvone-, menthone-, or pulegone-bearing oils. He also found that those plants which contain carvone also contain dihydro-carvone and that the menthone-bearing oils also contain pulegone. There were three species of *Mentha*, namely, *sylvestris*, *rotundifolia*, and *citrata*, which have unique predominant ketones which he had not completely identified.

Known species of mints were made available as a result of a special breeding program and the essential oils from these plants were isolated. The objective of this work was to obtain a knowledge of the predominant ketones in the derived essential oil as an aid in hybridizing work and also in biochemical studies of the elaboration of the oils.

Individual plants were subjected to steam distillation and the essential oil was isolated in quantities of the order of 0.2 to 2 ml. These oils were then separated into major components chromatographically by the use of glass plates coated with silicic acid and starch. The coating was applied with the aid of a spray gun. Ten or 15 per cent ethyl acetate dissolved in Skellysolve B was used as the developer and excellent separation of the oil components was obtained. The separated ketones were located with 2 N hydrochloric acid solution of dinitrophenylhydrazine by spraying the reagent on the developed glass slides with a small paint spray-gun.

With this method menthone gave a yellow color, carvone gave a red, pulegone yielded an orange and fural pink.

Reitsema pointed out that the

use of plates is convenient and permits one to make a simultaneous comparison of the oil being tested with the oil mixed with the suspected ketone. The employment of such chromatographic plates also enables one to avoid the difficulties of variations in the preparation of the plates and reduces the average time of analyses.

Literature of Essential Oils

After the presentation of a series of papers on the Literature Resources of the Food Industries, in which your editor participated by presenting a paper entitled, "Introduction and General Discussion of Food Industries Literature," W. Philip Leidy, chief librarian of Fritzsche Brothers, Inc., presented a paper on the literature of the essential oils. The literature on the problems of the production and chemical analysis of essential oils was stressed but the general sources for technical, statistical, and market information was outlined in some detail also.

The standard texts treating the field, the indexes to the scientific literature, and the current periodicals concerning essential oils were reviewed. Leidy spoke about both governmental and private research agencies as sources about data on essential oils and he attempted to evaluate the reliability of these various sources of information with illustrations from his own experience.

A mimeographed list of the literature of the essential oils was distributed by this speaker. Of course, it was pointed out that this list was not intended to be complete.

Natural Plant Hydrocolloids

An important symposium on natural plant hydrocolloids was held under the sponsorship of the Division of Colloid Chemistry. There has been vast progress in this field since your editor published some of his early work in 1929-1931. It was pleasant to hear this work mentioned in a way as if it were classical. It was also very interesting to observe that so-called secrets of an industry were being revealed.

Arthur M. Goldstein of the Stein Hall Co. spoke on the chemistry, properties and applications of gum karaya. D. C. Beach of S. B. Penick and Co. reviewed the history, production and uses of gum tragacanth. Locust bean gum and other galactomannans were discussed by Roy L. Whistler of Purdue University. Other properties of locust bean gum were discussed in a paper presented by Hans Deuel of the

Swiss Federal Institute of Technology and by H. Neukom of Meypro, Ltd. Charles L. Mantell reviewed the technology of gum arabic.

Algin and its derivatives such as propylene glycol alginate were reviewed by Arnold B. Steiner and William H. McNeely of the Kelco Co. A most interesting paper was presented by F. Neville Woodward of the Institute of Seaweed Research, Musselburgh, Midlothian, Scotland on the preparation and properties of alginates obtained from common British brown marine algae.

Leonard Stoloff of the Seaplant Chemical Corporation, who presided at the symposium gave a review of the production and physical and chemical properties of Irish moss extractives. He used a "home made" movie to illustrate the collection of Irish moss off the New England coast. The effect of different ions on the gel strength of seaweed extracts was discussed by A. P. Orr and S. M. Marshall of the Marine Biological Station, Scotland and W. H. Cook and D. B. Smith of the National Research Council, Ottawa, Canada presented a paper on physical studies on carrageenin and carrageenin fractions.

Cosmetic Price Controls End under Defense Production Act

Price controls of cosmetics and beauty and barbershop equipment and supplies, as administered under the Defense Production Act, will be removed April 30, expiration date for price and wage controls under the law.

House Committee to Investigate Federal Agencies

A sweeping investigation of all federal regulatory agencies, including FTC, FDA and ICC, starting in January, has been promised by Representative Charles A. Wolverton (R., N. J.) who will assume chairmanship of the House Committee on Interstate and Foreign Commerce.—NBBMA.

Bonuses for Dealers' Salesmen Seen as Not Violating FTC Rules

Payment of "push money" or "spiffs," or any other bonus to dealers' salesmen does not violate the FTC Beauty and Trade Practice Rules for the industry, if their purpose does not violate any rules, the NBBMA stresses in a current bulletin.

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Producing

True Fruit Flavors

PAUL ADAMS*



THE production of true fruit flavors consists, roughly speaking, of separating the flavoring principles of a fruit from its extraneous matter by expression, extraction, and distillation. The juices, oils, extracts and distillates are then further processed to bring them into the best suited form for commercial use.

Optimum flavor yield and flavor quality would be obtained, if the flavor manufacturer could process fresh fruit. Most manufacturers, however, are located in industrial areas far removed from the fruit growing districts so that ripe fruits, if they were shipped to them, would reach their destination in a spoiled condition. The flavor manufacturer is, therefore, compelled to use mostly frozen fruit, dried fruit, and fruit juices expressed and preserved at the fruit production centers. Fruit processed in this manner holds up for months and is better suited for storage and shipping. Furthermore, it enables flavor manufacturers to operate their plants throughout the year instead of only during the season when fresh fruit is available.

Processing Methods

Let us briefly review the various processing methods since they determine to a great extent the quality of the finished true fruit flavor:

The fruit should be picked at the proper stage of maturity when it furnishes optimum flavor and color. In most cases this means that the

fruit should be fully ripe, usually riper than that for canning. With the exception of perhaps banana, over-ripeness, however, is to be avoided, for overripe fruit that has become mushy is not only difficult to handle, but deteriorates rapidly and develops off-flavors. While tree-ripened fruit usually yields a better flavor there are exceptions to this rule. Bartlett and Kieffer pears, for instance, are better if they are picked before maturity and allowed to ripen in storage. Vinifera grapes, with the exception of sweet grapes, should also be picked when slightly underripe, in order that the juice may not be too low in acidity and too rich in sugar. For the same reason, apples should not be allowed to become overripe and mealy in texture.

Proper sorting to eliminate decayed or moldy fruit, and washing to remove dust and spray residues, are essential operations to get the fruit ready for freezing or for expression of the fruit juice. Preservation of the whole fruit by freezing is mostly chosen for small soft fruit, particularly berries. Among those fruits mostly used by the flavor manufacturer the following give

frozen products of satisfactory quality:

Apricot: The Tilton, Royal and Blendheim.

Cherries: The Montmorency Cherry and the English Morello variety are the most widely used. The bright red Montmorency is superior in color, but the Morello yields a more pronounced flavor. The early Richmond variety has a desirable color, but on thawing is likely to be lacking in flavor. The Royal Duke and May Duke varieties are less sour and possess a very good flavor, but are too expensive for commercial production of true fruit flavors. The sweet cherries such as Bing & Royal Anne oxidize rapidly during freezing, storage and thawing and therefore furnish little flavor.

Cranberries: The Early Black, the McFarlin and Centennial appear to be most commonly used varieties for commercial freezing. Cranberries are changed least by freezing and retain their color and flavor perfectly.

*Givaudan Flavors Inc. Study presented to F. E. M. A. May, 1952.

Peaches: There are numerous varieties of peaches which lend themselves well for freezing, but as in the case of Apricots the dried fruit is mostly used in conjunction with frozen peaches for the manufacture of True Fruit Peach Flavors.

Black Raspberries: Their flavor is not much affected by freezing, but varieties with small seeds should be chosen, such as the Morrison, New Logan, Black Pearl, Bristol and Cumberland.

Red Raspberries: The Cuthbert and Viking varieties are rated best for freezing and subsequent processing into True Fruit Flavors.

Strawberries: Strawberries grown in the Pacific Northwest are generally better for freezing than those grown in other sectors of the country. The Marshall is the most commonly used variety. Many flavor manufacturers prefer frozen strawberries to which sugar has been added. Such sugared strawberries usually give a better flavor yield. Whether this indicates that added sugar develops a higher flavor intensity in strawberries, or whether the syrup simply helps to protect the delicate flavor of ripe strawberries is a matter of conjecture.

In the flavor manufacturers plant frozen fruit is thawed and the juice expressed in a manner which avoids overexposure of the fruit and its juice to air to prevent oxidation and various methods are applied to arrest enzyme action. The juices are then concentrated and the press remains fully exhausted by extraction and/or distillation. Before we examine these steps let me briefly describe some of the juices which are expressed at the source such as apples, oranges and other citrus fruits, pineapples, grapes, etc. and then preserved for storage and transportation.

Apples and Grapes

Apples and grapes contain juice throughout the fruit and may therefore simply be crushed and pressed. In citrus fruits the juice-containing tissue is surrounded by a peel which contains peel oil and undesirable bitter substances. The juice must therefore be extracted in such a manner as to avoid expressing the non-desired substance from the skin. There exist various commercial extracting methods. In one the fruit is peeled and the juice ex-

tracted in a continuous screw peeler press. It is difficult, however, to peel the fruit completely and to make such a procedure fully automatic. Another method involves the burring of halved fruit with a rotating grooved extractor or burr. In a third method, the oil bearing cells are first buffed off mechanically, then the fruit is pressed between heavy corrugated rolls. After extraction the citrus juice is passed through a screen to remove the seeds and coarse pulp. Pineapples, owing to their more complicated structure, require a series of operations to remove the fleshy portions which yield the juice.

Pineapple juice is deaerated by passing the juice over baffles under high vacuum. The screened citrus juice, on the other hand, is mostly deaerated in a surge tank. Since both juices are more popular in a cloudy condition, filtration or other means of clarifying are not necessary. To preserve fruit juices for storage and transportation, various methods may be applied: pasteurization, preservation by freezing, filtration and impregnating with carbon dioxide to about 110 lb. pressure, and by the use of chemical preservatives, such as benzoate of soda and sulfurous acid. All fruit juices may also be preserved by the addition of sugar. Such products are, however, rather fruit syrups and as such are bought by flavor users rather than flavor manufacturers.

Preservative Methods

The choice of any one of these preservation methods depends on the nature of the fruit juice and on the purpose for which the juice is mainly used. Pasteurization which destroys by heat microorganism responsible for spoilage of a juice, is generally applied on juices whose flavor and color withstand a short heating. Yeast is killed at 140-150°F; mold spores require a temperature of 175°. Heavily carbonated juices may be safely pasteurized at 150°F because carbonation inhibits the growth of mold. High acidity also permits a pasteurization at lower temperature (160-165°F). Pasteurization is most frequently used for Grape juice, Apple juice and Pineapple juice. Preservation by freezing is preferred for juices sensitive to heat such as citrus juices. Filtration and impregnating with carbon dioxide to about 100 lbs pressure is the most widely used preservation method for apple juice in Europe. Chemical preservatives such as benzoate of soda and sul-

Paul Adams,
author of
this treatise.



furous acid were heavily used in the past but are now being superseded more and more by pasteurization and by freezing, at least so far as fruit juices are concerned. Benzoate of Soda is still a standard preservative for fruit beverages and fruit flavor emulsions. It is a good preservative, but possesses a disagreeable "burning" taste which is easily perceptible in a juice, even if only $\frac{1}{10}$ of a percent is used. The same amount of Sulfurous Acid also aids in the preservation of the fresh fruit flavor and color by retarding oxidation. It can not be used, however, in juice packed in tin or other metal containers, since in contact with metal the sulfur dioxide is reduced to hydrogen sulfide with the development of a disagreeable flavor. Before a juice containing Sulfurous Acid is used, it should be heated to about 160°F to remove the acid. Sulfurous acid is much more toxic to mold spores and vinegar bacteria than it is to yeast; whereas Benzoate of Soda is more effective against yeast than against vinegar bacteria.

Any of these methods of preserving juice for storage and transportation with the exception perhaps of freezing, impairs the flavor, aroma, and color of the fruit juice to a certain extent. It is for this reason that the flavor manufacturer generally prefers to press his own juice unless cost considerations or the lack of fresh or frozen fruit compels him to buy commercially available juices.

True Fruit Concentrates

To obtain true fruit flavor concentrates, the juice is being freed from its content of water and extraneous matter. There are numerous methods in use: the nature of the fruit juice, the desired degree of concentration, and cost considerations determine which method should be applied. Concentration by freezing, i.e. separating the water content of the juice from the flavor principles by freezing it out in form

of ice, yields the best quality of flavor concentrate, but allows only limited concentrations and is also more costly than concentration by evaporation under vacuum. It is therefore mostly applied to fruit only which is sensitive to heat, particularly strawberry. On other fruit juices a combination of freezing and evaporation is used or evaporation under vacuum alone. A vacuum of at least 28 inches will give a boiling point sufficiently low to prevent caramelization of the fruit sugar, but the loss of some of the more volatile flavor principles cannot be avoided. Methods to capture and preserve these volatiles have therefore been devised as far back as 1917. The Serrailian Process, patented in that year, describes an apparatus in which juices are concentrated in a vacuum pan in such a manner that the vapors are fractionally condensed, one fraction containing most of the flavor. This flavor fraction is returned to the concentrate and improves the flavor considerably. The Pfaudler ester-impregnation method, developed about ten years later, is based on similar principles. In this system the ester fractions are captured by condensing the first vapors of one batch in the cooled concentrate of the preceding batch. A much more effective and more economical method for recovery of such volatiles has been developed by the Eastern Regional Research Laboratories in 1944. This method, originally applied to apples and grapes, has meanwhile been further perfected and made applicable to other fruits. The process and apparatus strips the volatile aromatic constituents from the juice and concentrates them into an "Essence" which is finally returned to the cooled concentrate made from the remaining juice.

Juices before they are concentrated should be freed from extraneous matter which, if not removed, will cause sediments in the concentrate, in the beverage made with it, and which also reduces the possible degree of flavor concentration. Such a clarification of the juices may be accomplished by precipitating proteins and carbohydrates with alcohol and by hydrolyzing pectins with an enzyme complex (Pectinol) which partly converts the pectins into soluble sugars and partly precipitates them in form of pectic acid. On precipitation the insoluble pectic acid carries down also other suspended matter. Starch liquefying enzymes are used also. The precipitates may be separated from the

juice by settling or by centrifuging. To fully exhaust the fruits, the press remains may be extracted with alcohol or distilled.

A proper blend of the concentrated juice, the volatile essence, the extracts, and the distillates, combines all the flavor principles of the original fruit in a highly concentrated form. Such concentrates are more stable than non-preserved juices. They can be made to hold up for a practically indefinite period by an alcohol content of 17-20% or by a sugar content of 400°Be, or by a combination of alcohol and sugar content.

Standardizing Flavor Strength

Apart from the increased stability of true fruit flavors, the absence of colloidal matter makes them safer in still or carbonated beverages than the use of non-processed juices. Their flavor strength and color intensity can be standardized which in turn enables their user to maintain uniformity in his finished product to an extent which is not possible by the use of juice since juices vary from crop to crop. The high concentration saves storage space and freight, and permits the use of true fruit where juices on account of their high water content cannot be used, particularly in powdered products, such as gelatin dessert powders, summer drink powders, ice box dessert powders etc.

True fruit flavors may be fortified with other natural flavors such as extractives from other fruits, essential oils and tincture of various botanicals. A strawberry flavor, for instance, which is fortified in this manner, may be labeled "Strawberry Fruit Flavor with other natural flavors" provided that at least 51% of its flavor strength is derived from strawberries. A higher fortification with other natural flavors would relegate the product into the category of "Imitation Strawberry Flavors," despite the fact that no synthetics are used, and the product would have to be labeled accordingly.

The regulations are sufficiently precise to remove any doubt as to their proper interpretation. A flavor labeled "True Fruit Strawberry Flavor" may contain only extractives from strawberries; a product labeled "Strawberry Fruit Flavor with other natural flavors," has to contain predominantly strawberry extractives, and the fortification has to consist of natural materials only; no synthetics may be used.

Flavored Notes

THE Committee on Publications of the Board of Directors of the American Chemical Society announced in *Chem. Eng. News* 30, 4290 (1952) (Oct. 13, 1952 issue) that a new journal to be known as *Agricultural and Food Chemistry* will be issued by The Society. This journal will concern itself with the following fields: food chemistry, the biochemistry of nutrition, biochemical engineering and fermentation, and agricultural chemistry. While no specific mention is made here of flavors, this field may possibly be considered under the broader topic of food chemistry. The new journal will be issued bi-weekly and the first issue is scheduled for April 1953. The Board of Directors appointed Walter J. Murphy as editor.

There have been an increasing number of papers concerning flavor, flavor components, and flavor measurement in *Food Technology*. P. Adams, E. Merwin, and M. Mogavero of Givaudan Flavors, Inc., present an interesting paper on the flavor components of raspberries in *Food Technol.* 6, 285 (1952).

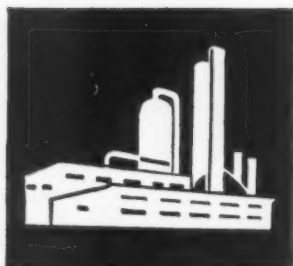
Technical Bulletin No. 16 of the Department of Agriculture on "Methods of Extracting Volatile Oils from Plant Material and the Production of Such Oils in the United States" originally issued in Jan. 1928, has been revised and brought up-to-date by A. F. Sievers, with the publication date of March 1952.—M. B. J.

Canadian Firm Opens American Subsidiary: Stuart Bros., Inc.

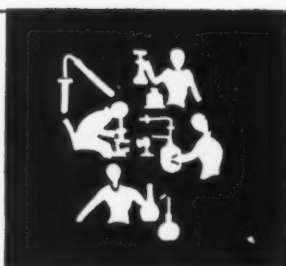
The recent opening in Jersey City, N.J., of Stuart Brothers, Inc., wholly owned American subsidiary of Stuart Brothers Co., Ltd., which has been operating in Canada for some 80 years, marks a departure from the usual trend of American business to migrate into Canada. Norman C. Larsen has been named vice-president and American director.

A sales staff has been organized to contact confectionery manufacturers, ice cream producers, carbonated beverage bottlers and manufacturers of baked goods in the area east of Mississippi. Plans for expansion into the midwest and south are now under consideration and should be completed within the next few months.

Offices and manufacturing plant are located in the Harborside Terminal Building in Jersey City.



Soaps



New Process for Fat Extraction

Fat is extracted by subjecting the raw material to mechanical impulses passed through cold water . . . No heat is employed in new British process . . . Summarized account of the new method practicable for animal and vegetable oils

PAUL I. SMITH

IN a recent issue of London's "Financial Times" there is an account of a new process for extracting oils and fats in which the fat is extracted by subjecting the raw material to mechanical impulses passed through cold water. No heat is employed. The following is a summarized account of the new method.

In the past, the only known methods of extraction have been based on the application of heat—either by cooking or by using hot solvents. This inevitably causes darkening of colour, increased smell and contamination by other elements in the basic material. But by the new process the fat is extracted in a pure form and without any of the unpleasant smell which normally is associated with the extraction of animal fats. The method is quick and results in greatly reduced costs.

At the London factory where this process has been evolved the extraction of fat from bones for the production of high-grade tallow has been demonstrated.

As a result of the high-speed and high-frequency impulses, the fat is extracted, leaving the bone, its cells empty of fat, ready for glue-making.

The new method has been employed by its inventors, British Glues and Chemicals, for the best part of three years. The Sharples Corporation of the U.S. has been granted the license for North America.



Paul I. Smith

Commercially, the new process has so far been employed only in extracting fat from bones, but it is clear that it has a wider application. On machines for demonstration purposes the extraction could be seen of herring oil, which is rendered down in such purity as to make it seem likely that this animal oil can be used in the future for edible purposes. Similarly, the oil was extracted from fish livers.

The proportion extracted by the process is much higher and the vitamin content is doubled by the normal method as some of the vitamin content is lost through the heating. The fat was also extracted from palm kernels by the same method.

It is hoped that it will be possible to install machinery on trawlers for extraction of herring oil. It may also be practicable to

use the method for extracting vegetable oils on plantations in their country of origin.

Soap Notes

Correction: "Improved Fatty Acids" Article, October Issue

The last sentence of Paul I. Smith's article on "Improved Fatty Acids" in the October issue should have read: "There is little doubt that an important factor responsible for the production of higher fatty acids from the stripper is the widespread use of stainless steel equipment which does a great deal to *reduce* metallic contamination, which of course tends to encourage rancidity changes."

Due to a typographical error, the word "reduce" was omitted.

Four Firms Abandon Detergent Claims

Colgate-Palmolive-Peet Co. for Fab, Procter & Gamble Distributing Co. for Tide and Cheer, Lever Bros. Co. for Surf, and Theobald Industries for Hum have agreed to abandon advertising claims for their detergents which the commission regards as excessive. Affected were the claims that the products wash clothing as well without rinsing as with rinsing, or, if used without rinsing, that they would clean as well as soap with rinsing.

★

DECEMBER Sampler

235—ABS. JASMIN SYNTHETIC

This outstanding creation can be used to great advantage even in the highest priced compounds to replace Jasmin Absolute partly or fully.

1 lb.—\$20.00

FINE AROMATICS, INC.
76-04 37th Road, Jackson Heights 72, N.Y.

236—ACETATE SUR JASMIN

An excellent replacement for the Jasmin absolute in those areas where the inflated price has created marked problems in economy.

1 lb. \$65.00
4 oz. sample \$20.00

P. ROBERTET, INC.
125 E. 23rd St. New York, N. Y.
N. Y. Office of P. Robertet & Cie, Grasse, France

237—BERGAMOT S.R.D.

Will give excellent results if used as a substitute for the natural oil in colognes and perfumes.

25 lbs.—\$3.25 per lb.

ROURE-DUPONT, INC.
366 Madison Avenue, New York 17, N.Y.

238—BERGAMOT SYNTHETIC C.S.

An excellent replacement for the natural oil. This low priced version is not only suited for perfumery and cosmetics but also highly recommended for use in soaps.

1 lb.—\$3.50

FINE AROMATICS, INC.
76-04 37th Road, Jackson Heights 72, N.Y.

239—CHRYSAANTHENE

A perfumer's specialty, useful in many types of compositions. Produces an herby spicy note of remarkable diffusive qualities and extreme persistence.

1 lb.—\$32.00

VAN AMERINGEN-HAEBLER, INC.
521 West 57th St., New York 19, N. Y.

NEW DUAL-USE COUPON

for
YOUR CONVENIENCE
for

1. Requesting Information or Literature
2. Ordering Samples

The handy coupon on the fourth page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for ordering Samples.

Technical Abstracts

Dye Solutions for Coloring Lips. Badische Anilin & Soda-Fabrik (i.G. Farbenindustrie Akt. Ges. "In Auflösung") (Heinrich Kobbe, inventor) Ger. 802,400, Feb. 12, 1951. Lips may be colored with solns. of a suitable water-insol. dye and a resinous substance, such as rosin (I), rosin glycerol ester, or a cyclohexanone resin in a physiologically inoffensive solvent. Suitable compns. consist of a soln. of (1) 15 g. I and 5 g. Eosinsäure I neu (Schultz, Farbstofftabellen, 7th ed., No. 881) in 50 cc. ethylene glycol monomethyl or monoethyl ether (II) and 50 cc. Et₂O; or (2) 1-15 g. I and 7.5 g. Rhodaminbase B extra (Schultz, loc. cit., No. 864) in 50 cc. II. and 50 cc. Et₂O; or (3) of a mixt. of (1) and (2) in the ratio of 1 to 1. Chem. Abs. 45, No. 12, 5372 (1951).

Rancidity of Soap and Its Inhibition. Shin'ichi Tomiyama, Ikumi Yamane, Kunio Onoguchi, and Masuzo Nagayama (Lion Yushi Co., Tokyo). Yushu Kagaku Kyokaishi (J. Oil Chemists' Soc., Japan) 1, No. 1, 17-21 (1952). The surface and center of a specimen of rancid soap had, resp., moisture 20.2, 13.7; free alkali 0.16, 0.18; NaCl (on dry basis) 0.90, 0.32%; sapon. value of fatty acids 217.2, 212.4; neutralization value 208.1, 207.2; iodine value 33.9, 48.6; oxidized acids 3.75, 2.19%. Fe oleate, especially ferrous oleate, was prominent as the cause of rancidity. Isosafroenol and Na silicate inhibited rancidity. Chem. Abs. 46, 6411.

Experiments with the Polyethylene Glycols as Ointment Bases II. J. Buchi, W. Burckhardt, H. Kutter, and P. Meier (Pharm. Inst. of Zurich, Switz.). Pharm. Acta Helv. 27, 1-9 (1952); f. C.A. 5527d. Studies indicate that medicaments applied in ointment form show good solubilities in carbowax mixts.; that the practice of adding mineral and animal fats to carbowax ointments should be renounced; that suitable amts. of H₂O may be added to lower the tendency to dry out and to be irritating to the skin. An ointment compress (No. 47) which has the following properties is recommended: antiseptic action, hydrophilic, suitable for the administration of H₂O-sol. and insol. medicaments, a macerating and stimulating action, and ease of removal from the skin and wounds. Chem. Abs. 46, 5257.

240—COEUR DE MIEL NOVILLE

The honey-like sweetness of Floral Absolutes—the final touch for a good perfume—intense-lasting.

1 oz. sample—\$ 4.50
1 lb. —\$65.00

NOVILLE ESSENTIAL OIL COMPANY
127 Water Street, New York 5, N.Y.

241—COMPOUND 77B

Technical Data Sheet Available

A clear colorless liquid with an earthy odor. Suggested as an ingredient for blended perfumes as a replacement for oil of patchouli or oil of vetiver. Compound 77B is a pure chemical compound exhibiting excellent stability in soap formulations.

1 lb.—\$3.30

TENNESSEE EASTMAN COMPANY
Chemical Sales Division
Division of Eastman Kodak Company
Kingsport, Tennessee

242—CUMIN KETONE

A chemical of soft, rich floral aroma. Will improve any floral bouquet to which it is added. Try ½ to 1% addition to your present perfume and note the before and after effect.

1 oz. sample—\$1.50

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N.J.

243—FLORALIZER #12

A pure synthetic chemical which adds a neutral sweetness to compounds. Provides lift, freshness, roundness and possesses a stabilizing effect against polymerization. A useful extender for Ylang.

1 lb.—\$4.50

FINE CHEMICALS DIVISION OF SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

244—GARDINE

New perfume oil concentrate

A vivid reproduction of the natural Gardenia. It is exceptionally flowery and retains its character over an unusually long period of time. For perfumes, toilet waters, creams, powders and lotions. Order a trial sample.

2 oz. sample \$1.50—1 lb. \$8.50

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street New York 16, N. Y.

★ DECEMBER Sampler

245—GELSOL F

This specialty is recommended as the finest material with which to replace or extend Jasmine Absolute.

1 lb.—\$38.00

VAN AMERINGEN-HAEBLER, INC.
521 West 57th St., New York 19, N. Y.

246—JONQUILLE

This new specialty is truly a Harbinger of Spring. In the hands of a Creative Perfumer, this unique note opens new Avenues toward Refreshing Original Perfume Creations.

1 lb.—\$45.00

ALBERT VERLEY & CO., INC.
Chicago, Ill. — New York, N. Y.

247—LAURYL ALCOHOL, DOUBLE REFINED

A pure Lauryl Alcohol is now available at a price usually reserved for industrial grades. Its uniform high purity of 96% minimum C-12 alcohol gives you reproducible odor values whether used directly or as an intermediate.

1 lb. Sample—\$.95
ACETO CHEMICAL CO., INC.
82 Beaver Street, New York 5, N.Y.

248—LIGNYL ACETATE

A pure chemical, stable and non-discoloring even in soaps. Provides the woody, lavender character useful in extending Linalyl Acetate. Valuable as an extender and modifier in Bergamot, Oak Moss, Patchouli and Vetiver types.

1 lb. — \$2.00

FINE CHEMICALS DIVISION OF
SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

249—LILAC BLOSSOM 14

A fragrant, versatile lilac composition, well rounded flowery and long lasting, that can be used as is in colognes, toilet waters, face powders, talcums and creams.

1 oz. Sample—\$.50

1 lb. — \$7.25

GIVAUDAN-DELAWANNA, INC.
330 West 42nd Street, New York 36, N.Y.

The Influence of Rosin on the Sudsing of Soap. M. Mysona and K. Ryko. *Przemysl Chem.* 6 (29), 254-61 (1950). Rosin makes soap more sol. in H₂O, and decreases the amt. of suds formed. It is more effective in tallow soaps than in coconut-oil soaps. *Chem. Abs.* 45, 22 (1951).

Liquid Rouge Compositions. Lorene G. Grate. U.S. 2,548,970, April 17, 1951. A liquid lip-rouge prepn. was invented for which are claimed the following properties: moisture proof, softening, healing, is thinly applied, rubs off under relatively high pressure, relatively long lasting, non-flaking, nonpeeling, provides a velvety appearance, remains in soln. nonrunning, and can give two shades from the same color by application of two thin layers. Thus a compn. is prepd. from isopropanol 70 (all values are parts by wt.), soybean lecithin 5, hexadecyl alc. 1, tincture of benzoin (U.S.P.) 5, dye 0.5, and perfume 0.4. The dye was dissolved in the isopropanol, heated to just below the b.p., and after cooling the remaining ingredients were added in the following order, soybean, lecithin, tincture of benzoin, hexadecyl alc., and perfume. *Chem. Abs.* 45, 13, 5886 (1951).

Stabilizing Soaps. Eryk A. Kollontay *Chemische Fabrik*, Austrian 165,888, May 10, 1950. Soaps which contain esterlike compds. (perfumes) or large amts. of fat are inclined to deteriorate by sapon. They are stabilized by adding 0.1-3.0% by wt. of freshly pptd. Al(OH)₃ or Al compds. which yield Al(OH)₃ in amts. equiv. to the acid formed by sapon. of the esters, fats, etc. *Chem. Abs.* 46, 5346.

Absorption of Some Estrogenic Compounds from Various Ointments Bases. Carl G. Lund. *Arch. Pharm. Chemi* 58, 633-45 (1951). The ointments contg. the active principles were applied to a shaved area measuring 1.75 sq. cm. of the intact skin on castrated female rats. The absorption through the skin was measured by the bioassay method of Allen and Doisy (C.A. 17, 3532). Vaseline and vaseline-contg. ointments afford a greater absorption through the intact skin of estrogenic substances than lanolin and lanolin-contg. ointments. This is because the soly. and the distribution coeff. of the active principles between the ointment base and water are greater in lanolin than in vaseline. *Chem. Abs.* 46, 6, 2749.

250—MICROGEL WELLINE 999

covers with 2°C to 5°C the disagreeable odor of cold wave liquid.

Trial pound—\$5.00 (postpaid)

SLUYS ROCKFORD INCORPORATED
Rockford, Mich.

251—MUSK TONKIN ARTIFICIAL

100% \$21.00 LB.

Increasing acclaim and acceptance impel us again to feature this unusual product this month. A 10% to 15% solution remarkably simulates the Natural 4 oz. gal. Tincture.

1 oz. sample—\$1.50

FLEUROMA, INC.
38 West 21st St., New York 10, N.Y.

252—PELARGONIOL NOVILLE

A proven substitute for

OIL OF GERANIUM.

1 lb.—\$7.50

NOVILLE ESSENTIAL OIL COMPANY
127 Water Street, New York 5, N.Y.

253—RALDEINE NO. 93

Obtained by a special process, this woody methyl ionone has an original character, a warm undertone, for use in outstanding perfumes and all types of cosmetic preparations.

1 oz. Sample—\$ 1.30

1 lb. — \$17.00

GIVAUDAN-DELAWANNA, INC.
330 West 42nd Street, New York 36, N.Y.

254—RESEDALIA

An Acetal; as true a base for Reseda Mignonette types as is Phenyl Ethyl Alcohol for Rose. Combined with the Ionones, it produces very interesting and different effects.

1 oz. sample—\$1.25

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N.J.

★ DECEMBER Sampler

255—ROSAM EXTRA

Created with the expressed design to replace in part or entirely the ever costlier Absolute ROSE de MAL. Unlike other Rose replacement specialties, ROSAM EXTRA does not dominate the entire composition. It is, instead, the perfect blender with unlimited scope.

1 lb.—\$25.00

ALBERT VERLEY & CO., INC.
Chicago, Ill. — New York, N. Y.

256—ROSCENT

Extremely low-priced concentrate
This perfume oil concentrate is amazingly economical for such a fine quality reproduction. It has a delightfully fresh floral rose-geranium fragrance. Ideal for all of your popular-priced creams, powders, soaps and other cosmetic and toiletry items. Order a trial sample.

2 oz. sample \$1.00—1 lb. \$5.00

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street New York 16, N. Y.

257—ROSE 40-R-6001

Red rose type, non discoloring soaps or talcs. Possesses ample strength, lasts for days on blotter without losing original perfume characteristics. This odor tenacity is achieved without the use of certain unpleasant perfume materials often employed in low cost Rose compounds.

1 oz. Sample—\$.60

DODGE & OLCOTT, INC.
180 Varick St., New York 14, N. Y.

258—ROSE BULGAR #175-5

Otto of Rose cost today is definitely out of line and qualities offered are unreliable. Therefore it pays to use our high-quality Rose #175-5 a characteristic and powerful substitute, always uniform and reliable.

1 lb.—\$48.00

NEW YORK AROMATICS CORP.
Highbridge, New Jersey

259—ROSEMEL

The outstanding synthetic Rose Absolute for use in fine perfumery. Rosemel possesses the deep rich tones of the natural flower absolute.

1 lb.—\$42.00

VAN AMRINGEN-HAEBLER, INC.
521 West 57th St., New York 19, N. Y.

Active Agents of Wheat Germ in Cosmetics. Hans Neumann (Augsburg, Ger.) *Seifen-Ole-Fette-Wachse* 77, 383-5 (1951). A review on wheat germ, germ oils, vitamin F and wheat-germ oils, oleum hypericum (oil from *Hypericum perforatum*) on germ-oil basis and their effect on skin and nerves, and the alc. ext. from wheat germs with its effectiveness against hair loss.

Hair-Curling Product. Piero Mora, Ital. 458,943. Aug. 12, 1950. The following solns. are claimed not to develop bad odors or to damage the skin: (1) Na or K bisulfite 1, maleic acid 0.5, Na pyrosulfite 0.5, and distd. water 98%; (2) Na or K metabisulfite 2, maleic acid 0.5, NH₄Cl 0.5, and distd. water 95%; (3) Na or K hyposulfite 25, Na pyrosulfite 3, maleic acid 2, and distd. water 70%.

Improving the Flavor of Maple Sirup. Charles O. Willitis and Wm. L. Porter (to the United States of America, as represented by the Secv. of Agr.). U.S. 2,549,877. Apr. 24, 1951. Maple sirup produced by any conventional method and having 65% of solid content is boiled in a vapor-tight vessel equipped with reflux condenser, stirring device, and thermometer. To the sirup b.244-5-246°F. is slowly added water in amts. not to interrupt the boiling until the boiling temp. of the batch is 220°F. Heating is discontinued and the content of the cooled batch adjusted to 65.5% solids by addn. of H₂O. The product shows greatly improved color and flavor (4-fold) in comparison with standard maple sirup concentrates. Chem. Abs. 45, 4852 (1951).

Detergent Composition. Juan M. Guastavino. U.S. 2,567,999. Sept. 18, 1951. A gel-like detergent compn. for use on the skin without need for addnl. water is made by mixing with agitation oleic acid 15-25, 10% NH₄OH 5-12, and a petroleum hydrocarbon fraction, b. 130-90°, 100-20 parts. To this are added 20% aq. NaOH 4-6, water 10-20, glycerol 2 parts, and a small amount of sulfanilamide. The mass is stirred until it assumes a gel-like consistency which is readily liquefied by rubbing between the hands. For cleansing the skin the gel is applied, rubbed until liquefied, and then removed with a piece of absorbent cloth. The dirt is removed with the detergent. No rinsing with water is required. Chem. Abs. 46, 4, 1724 (1952).

260—SNOW WHITE S. 900

imparts to household soap, industrial soap and detergents, that fresh and classic fragrance which housewives identify with good soap.

Trial gallon—\$14.00 (postpaid)

SLUYS ROCKFORD INCORPORATED
Rockford, Mich.

261—VANITROPE

A new powerful and pure, vanilla-like flavor material, 16-25 times the strength of vanillin. Vanitrope will improve your vanilla flavor and will lower your cost. Vanitrope is a brand of propenyl guethol. Brochure available.

Price—\$27.00 lb.

FINE CHEMICALS DIVISION OF
SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

262—WATER-SOLUBLE PRESERVATIVE

Methyl Chemosept[®] Sodium is the only water soluble preservative of the Para-Hydroxybenzoate type. Goes into solution readily, protects emulsions and creams more effectively.

1 lb.—\$2.60

CHEMO PURO MFG. CORP.
32-25 Queens Blvd. Long Island City, N. Y.

263—YLANG TAMATAVE SUPERIEUR

A faithful reproduction of the natural oil but at a far lower price.

25 lbs.—\$8.00 per lb.

ROURE-DUPONT, INC.
366 Madison Avenue, New York 17, N. Y.

264—YLANG YLANG "Sch. & Co."

A first grade synthetic which rivals the natural in every particular. Use in complete substitution of the natural in highest quality compounds.

\$15 per lb.

Samples at \$1. per oz.
\$.50 per 1/2 oz.

SCHIMMEL & CO., INC.
601 West 26th Street, New York 1, N. Y.



DECEMBER

Sampler

Treating Hair to Impart a Permanent Set Thereeto. Raymond E. Reed, David Tenenbaum, and Marion D. Beste (To Raymond Laboratories, Inc.). U.S. 2,564,722, Aug. 21, 1951. An alk. soln. (pH 9-10) of NH_4 thioglycolate (I) converts the disulfide linkage of the keratin in human hair into sulfhydryl groups, thereby softening the hair sufficiently for permanent setting. In this process I is reduced to NH_4 dithioglycolate. Subsequent application of an oxidizing agent (eg. Na or K bromate or iodate) stops the process, oxidizes any residue of I and rebuilds the keratin linkages to a higher level.

The Taste of Beer and Glutamic Acid. Hermann Fink and Kurt Woger (Univ. Koln, Ger.). Brauwelt 1951, 326-7. Preliminary expts. have shown that up to 150 mg. sodium glutamate (I)/l. of beer did not adversely affect its taste, but further in the case of a Pilsner beer moderated the flavor due to hop bitter substances. Only larger amts. introduced a

meatlike flavor. This is in line with the well known flavor effect of I upon foods. The application of I in brewing is discussed and will be investigated further. Chem. Abs. 45, 17, 7746 (1951).

Concentrated Products for Preparing Alcoholic Champagne-like Beverages. Prodotti Cosimo, Ital. 447,213. April 6, 1949. To 50 parts white grape must, vacuum concd. to 35-36° Be., sugar 20, glucose 10, and tartaric or citric acid 5 parts are added and the mixt. is filtered. Then 40-50 parts 90% flavored EtOH is added. When the product is used it is dild. with some CO_2 -contg. water. Chem. Abs. 45, No. 12,5362 (1951).

The Influence of Rosin on the Sudsing of Soap. M. Mysona and K. Rylko. Przemysl Chem. 6 (90), 254-61 (1950). Rosin makes soap more sol. in H_2O and decreases the amt. of suds formed. It is more effective in tallow soaps than in coconut-oil soaps.

Rancidity of Soap and Its Inhibition. Shin'ichi Tomiyama, Ikumi Yamane, Kunio Onoguchi, and Masuzo Nagayama (Lion Yushi Co., Tokyo). Yushu Kagaku Kyokaishi (J. Oil Chemists' Soc., Japan) 1, No. 1, 17-21 (1952). The surface and center of a specimen of rancid soap had, resp., moisture 20.2, 13.7; free alkali 0.16, 0.18; NaCl (on dry basis) 0.90, 0.32%; sapon value of fatty acids 217.2, 212.4; neutralization value 208.1, 207.2; iodine value 33.9, 48.6; oxidized acids 3.75, 2.19%. Fe oleate, especially ferrous oleate, was prominent as the cause of rancidity. Isosafroculgenol and Na silicate inhibited rancidity. Chem. Abs., 46, 6411.

Methionine in Cosmetics. Its Possible Uses. A Fridenson. Perfumery and Essent. Oil Record 42, 42-3 (1951). Since this compd. may be able to replace cysteine completely the possibilities of its use in dermatology, in regrowth of the hair, etc., are reviewed. Chem. Abs. 45, 13, 5879 (1951).

AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

1. DECEMBER SAMPLER

INFORMATION REQUEST FORM

Please have further information and literature sent on items circled below.

235	241	247	253	259
236	242	248	254	260
237	243	249	255	261
238	244	250	256	262
239	245	251	257	263
240	246	252	258	264

2. DECEMBER SAMPLER

ORDER FORM

Please have samples with invoices to cover sent on items as circled below.

235	241	247	253	259
236	242	248	254	260
237	243	249	255	261
238	244	250	256	262
239	245	251	257	263
240	246	252	258	264

NAME

FIRM NAME

ADDRESS

CITY ZONE STATE



NEWS and EVENTS

Situation of Jasmin and Other Perfume Plants in Grasse, France

The G. I. F. P. A. committee (Groupement Interprofessionnel des fleurs et produits aromatiques) of Grasse, France has reported on the jasmin harvest.

The quantity exceeds that of last year and it was decided to stop picking October 4. In our preceding report in the September issue it was stated that the producers divided the year into two categories: one which carries the price of 475 francs and one 600 francs per kilo of flowers. The first covers the payment of 165 francs allowing the purchaser the privilege of paying the balance on receiving the total covered by the sale. To producers of the second category at 475 francs to be paid when entirely sold. This latitude under difficult circumstances really settles the market.

The harvest of tuberose has reached this year 12,000 kilos of which 45% will be marketed by manufacturers and the balance taken by the producers and put in reserve.

The situation for the harvest of geranium is similar, the harvest being estimated at 100 tons of which only 20 tons are open to purchasers. The balance will be distilled for the producers and put in stock.

As to neroli the prospect of the coming crop is not so encouraging. Sales have not taken all of the stock of the May harvest, which has been put in reserve.

Mane Fils Inc. Opens American Subsidiary in New York City

Mane Fils, Inc., the American subsidiary of V. Mane Fils, Bar-sur-Loup, France, is now established in its new offices at 153 East 26 St., New York, N. Y. Andre Pissarro, executive vice president of the American company is directing its affairs in the United States.



Notables in the industry who honored Mr. Corkran with surprise birthday dinner.

Sewell H. Corkran Feted on 65th Birthday

Sewell H. Corkran, representative of the E. N. Rowell Co. and the A. H. Wirz Inc. was feted by 24 executives of the cosmetic industry at a surprise luncheon celebrating his 65th birthday at the Julius Lombardi Restaurant, New York City November 6. Ralph Schusler of the Pond's Extract Co. acted as master of ceremonies with H. Huber Boscowitz of the F. N. Burt Co. presenting Mr. Corkran with a watch and scroll to commemorate the occasion. The scroll was designed by Arthur Alter, vice president of Paris Cosmetics. Mr. Peter Forsman of the C. H. Forsman Co. supplied the souvenir menus provided the guests.

Climaxing festivities, Peter Forsman presented Mr. Corkran with a life membership to the BIMS in behalf of the group.

Friends present were Mr. Corkran's partner, Ross White, Fred Lueders, president of George Lueders & Co.; Joseph T. Stumph, vice president of the Densen-Banner Co.; Wally Nuckols, Carr-Lowrey Glass Co.; Arthur Alter, Ralph Schusler; W. H. Rowse vice president of the Norda Essential Oil & Chemical Co.; H. Huber Boscowitz; Alfred F. Brady, vice president of the Hazel Atlas Glass Co.; L. V. Young, President of the Pond's Ex-

tract Co.; Peter Forsman, James Leyden, Hamden Glazed Paper Co.; William Green, of the Lord Baltimore Press; Jack Hardy, vice president of Dagget & Ramsdell; John Rall, F. N. Burt Co.; George Holloway, Pond's Extract Co.; Blaine Walker, Hazel Atlas Glass Co.; Emory Wright, formerly of United Drug Co., Boston; Walter Klass, Brass Goods Mfg. Co.; Fred Parker, Pond's Extract Co.; Stanley Sapery; Albert Burgund, Carr-Lowery Glass Co.

Soap Industry Convention to View Election, Conditions

The impact of the United States election and world conditions in 1953 on the soap and synthetic detergent business will be a principal topic of the industry's 26th annual convention, held January 27-29 under the auspices of the Assn. of American Soap & Glycerine Producers, Inc.

Other features of the convention will deal with changing market and distribution problems affecting cleanliness products used in the home, and for industrial cleaning purposes. A special session on January 27th will be concerned with fatty acids, chemical materials allied to the soap field which are becoming of increasing industrial importance. New developments affecting glycerine will also be discussed at a special group session.

Essential Oil Assn. of U. S. A. to Meet January 9

The Essential Oil Assn. of the U. S. A. will hold its annual meeting and election of officers at the Savoy Plaza Hotel, New York, N. Y. on the evening of January 9. The Scientific Section of which Dr. Eric C. Kunz is chairman will meet in the afternoon to approve new standards and specifications for the products distributed by the industry.

Young Chemists' Meeting Features Panel Talk on Jobs

A panel discussion on "Your First Job" was featured at a "Young Chemists' Meeting" arranged by the New York Chapter of the American Institute of Chemists on December 11 at the Hans Jaeger Restaurant in New York, N. Y.

Fritzsche 25-Year-Club Fetes New Members, Previews Movie

A preview showing of some 1200 of the more than 4000 feet of colored motion pictures taken by Dr. Ernest Guenther during his re-

cently completed six-months' survey of European and African essential oil production was featured at the annual celebration of



Dr. Ernest Guenther

Fritzsche Brothers, Inc.'s Quarter of A Century Club. Held November 17 at the New York Athletic Club, the six new members, Misses Anna Fortsch and Christine Guy, and Charles Esposito, Charles Grille, John McKeever, and Dr. Edmund H. Hamann, were warmly welcomed by the firm's officials, headed by F. H. Leonhardt, president, and other active members.

Dr. Guenther's motion picture is being edited for public viewing.

Supermarket Committee to Fight Fair Trade

Pooling of efforts to fight state and national fair trade laws through the courts, and to "educate the public" about the trade laws, was planned at a meeting of the National Independent Supermarket Committee on November 11 in New Orleans. They also pledged support of John Schwegmann, Jr., partner in Schwegmann Bros. supermarket, now involved in a litigation in federal district court in which Lilly & Co. is seeking an injunction restraining him from selling Lilly drugs at cut rate prices.

Price Rise Permitted to Meet Inbound Transportation Cost

Wholesalers and retailers of cosmetics and beauty and barber equipment, furniture and supplies will be permitted to raise prices to reflect inbound transportation cost increases from the GCPR base period (December 19, 1950 to January 25, 1951) to October 1, 1952. The action, issued as Supplementary Resolution 120 to GCPR, was prompted by increased rail and parcel post rates.

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American Society of Perfumers Hear Lecture on van Gogh

James C. Boudreau, Dean of the Art School, Pratt Institute, Brooklyn, N.Y., spoke on "Vincent van Gogh—the Man—the Artist" at the dinner-meeting of The American Society of Perfumers, Inc. on November 19 at the Advertising Club in New York. The lecture was illustrated by slides of the artist's paintings.

California Cosmetic Assn. Sponsors Dinner-Dance

A dinner-dance, sponsored by the California Cosmetic Assn. was held December 5 in the Hollywood-Roosevelt Hotel in Los Angeles. Serving on the committee were chairman Lyman Borkman, Ben Cottle and Edward Petersen.

E. H. Hamann Joins Fritzsche Quarter Century Club

Dr. Edmund H. Hamann, chief chemist in charge of flavor research of Fritzsche Brothers, Inc., New York, has just completed the 25-year tenure of service that gains him membership in the firm's exclusive Quarter of a Century Club.

The occasion was fittingly celebrated at a luncheon in which F. H. Leonhardt, company president and oldest active member of the club,



Dr. E. H. Hamann

his secretary, Miss Mary G. Neary, vice presidents John H. Montgomery, H. P. Wesemann and Fred Leonhardt, Jr., and comptroller G. A. Wohlfort participated.

BIMS Polls Members for Entertainment

BIMS of New York is polling its members to find out who can provide entertainment for its annual dinner scheduled for Thursday, January 29.

Toilet Goods Seen Second in National Advertising

Toiletries and toilet goods continued to rank second only to food and food products in national advertising expenditures, according to Publishers Information Bureau Records, compiled by Leading National Advertisers, Inc., in a report covering January-July, 1952.

British SCC Hears Dr. Stoves Lecture on Hair

A lecture on "Hair," illustrated by lantern slides, given by J. L. Stoves, Ph.D., F.R.I.C., was delivered before the Society of Cosmetic Chemists of Great Britain at its first Scientific Meeting of the 1952-1953 winter session on November 12 at the British Colour Council in London.

The society has introduced an associateship for the benefit of those not fully qualified as chemists. This amendment to the Constitution and Rules was adopted at a Special General Meeting held October 23 at St. Ermin's Hotel, London, W.W.1. The titles of chairman and vice-chairman have been changed to president and vice-president, respectively.

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PLYMOUTH Genuine Spermaceti U.S.P.

This Spermaceti should not be confused with inferior hydrogenated sperm oil which are sometimes offered as Spermaceti. The Plymouth Brand is the finest which can be produced and is produced from Genuine Sperm Oil by the cold pressing method. It is a very white crystalline wax containing no free oil, has a very low Iodine number and is free of any offensive odors.

PLYMOUTH Ozokerites

We offer two grades. One is the highest quality obtainable, 70°-78° C melting point and the other grade lower in price and of lower melting point 66°-68° C. Both are guaranteed 100% Pure Bleached Ozokerites.

PLYMOUTH Sun-bleached White Beeswax U.S.P.

This is guaranteed to be a 100% Pure Beeswax and sunbleached. It is refined by the centrifugal method which removes all and every trace of foreign matter. We will gladly send samples.

PLYMOUTH White Ceresin Wax

A special grade of White Ceresin Wax prepared for the cosmetic trade. Absolutely white and odorless. It has a melting point corresponding to that of Beeswax so that in using it in connection with Beeswax in cream any "lumpiness" is avoided. Its use will also produce a very glossy cream.

We offer all grades of the U.S.P. fully-refined Paraffin Waxes.

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MODULAN is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that **MODULAN** is hypo-allergenic.

SOLUBILITY— Because of induced chemical differences in molecular structure, **MODULAN** is far more hydrophobic than lanolin and forms clear solutions in mineral oil.

TEXTURE— **MODULAN** solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

COMPATIBILITY— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, **MODULAN** can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, **MODULAN** deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

Detailed information available on request.

AMERICAN CHOLESTEROL PRODUCTS
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Speakers and D&O New York personnel attending the Dodge & Olcott National Sales Meeting, held Oct. 29-31 at the Hotel New Yorker included (left to right) C. Johnstone, Ruth Farnworth, Fred Schumm, Al Warren, Ray Williams, Fred Kirn, and Bert Houk; second row: Herb Kainik and John Kiehl, R. Behrens, and Chris Olsen.



Left to right: Ross White (partner of Corkran), E. N. Rowell Co. & A. H. Wirz Co.; Fred Lueders, president, George Lueders & Co.; Joseph T. Stumph, vice president, Densen-Banner Co.; Sydney Finer, vice president, Pond's; Gus Bergmann; Wally Nuckols, Carr-Lowery Glass Co.; Arthur Alter, vice president, Paris Cosmetics; Ralph Schusler, Pond's; W. H. Rowse, vice president, Norda Essential Oil & Chemical Co.; H. Huber Boscowitz, F. N. Burt Co.; Alfred F. Brady, vice president, Hazel Atlas Glass Co.; L. V. Young, president, Pond's; Sewell H. Corkran, guest of honor; Pete Forsman, C. H. Farsman Co.; Jim Leyden, Hampden Glazed Paper Co.; Bill Green, Lord Baltimore Press; Jack Hardy, vice president, Daggett & Ramsdell; John Raus, F. N. Burt Co.; George Holloway, Pond's; Blaine Walker, Hazel Atlas Glass Co.; Emory Wright, retired, formerly of United Drug Co., Boston; Walter Klass, Brass Goods Mfg. Co.; Fred Parker, Pond's; Stanley Sapery, president, Stanley Sapery Co.; Al Burgund, Carr-Lowery Glass Co.

HENRY A. HARDT formerly with the Lambert Co. is now repre-

senting the Allen B. Wrisley Co., Chicago, in the Denver territory.

D&O Holds National Sales Meeting

The Hotel New Yorker was the scene of a Dodge & Olcott national sales meeting held October 29 through 31 in New York City. Business sessions followed a morning tour of the D&O offices and laboratories at 180 Varick St. All New York and branch office sales personnel attended the three-day meeting as well as D&O officers and department heads. Speakers included J. F. Rudolph, president, V. H. Fischer, who discussed Current Markets and Trends and Paul Sperry, sales manager. Flavors were discussed by Claude Johnstone and F. Schumm; Aromatic Chemicals by C. Olsen; Perfumes by B. Houk, H. Kainik and John Kiehl; Advertising by Mrs. Ruth Farnworth and Essential Oil Standards by Dr. A. Warren. Other speakers included F. Kirn, treasurer and R. V. Behrens, comptroller.

Sales personnel present included C. O. Homan, vice president in charge of sales, Paul Sperry, sales manager, Nate Fretz, Eddie Spellman, Neil Grace and Fred Perrone of the New York office; George Collins and Harold Bachmann of St. Louis; Ken Hartley and Bill Arko of Chicago; Ed Wyluda of Boston; Joe Fortescue and Al Birner of Philadelphia; Earl Kersten, Atlanta; Chet Smith, Los Angeles; Frank Murdock, San Francisco; Tommy Callahan, Cincinnati; and Bill Peacock, Baltimore.

West Disinfecting Co. Buys Lazarus Labs. Control

Purchase of majority interest in Lazarus Labs., specialists in the dairy sanitation field, has been announced by West Disinfecting Co., Long Island City, N.Y.

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Francois Goby of Grasse, France, was among the notables present.

Techniciens Francais de la Parfumerie Hold Gala Meeting

Hearty good fellowship and a tempting French dinner were enjoyed by the Techniciens Francais de la Parfumerie at the Fontainebleau restaurant, New York, N. Y. on the evening of November 13. Philip Chaleyser acted as toastmaster and among the speakers were Pierre Bouillette, Francois Goby, Alphonse Pillet and Victor Marquis. The complete success of the affair was due largely to the work of Philip Chaleyser and Victor H. Marquis and both received tributes from the speakers.

Back in 1935 a small group of French perfumers in the United



Left: Animated conversation in French features of the meetings. Right Henri Retailleau and chairman Philip Chaleyser.



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B-W LANOLIN U.S.P.

EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W HYDROPHIL (Absorption Base) Made in U.S.A.

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States under the name of Techniciens Francais de la Parfumerie decided to meet once a month for a good French dinner, conversation and all around good fellowship. Originally the group consisted of 15 names but today it has 130 on its list. The group is not formally organized but at each dinner one or two participants are designated to organize the next party. Foreign visitors connected with the perfume industry, provided they speak French, are always cordially invited to the dinners. The original founders of the group were: Philip Chaleyer, Pierre Rougny, Andre Imbert, Serge Desplanques and Louis Rapin.

Those present were A. Pellemc,



A study of facial expression as an apt anecdote is told.



Left: a group snapped during a serious moment. Right: One end of the speakers' table. Names of all present on next page.

Aromatic Chemicals FOR PERFUMERY AND FLAVORS

Iso Propyl Quinoline • Isobutyl Quinoline
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Louis Appell, Herman Deinzer, Paul Adams, Dr. Jean Martinat, Dr. Michel Demont, Andre Pissarro, Rene Greuter, Maurice Couderchet, Pierre Bouillette, Pierre Croquez, Marc Bernheim, Serge J. J. Lakhowsky, George Cadgene, Pierre T. Deleamont, P. Parchois, Robert Bush, D. L. Couch, Henri Retailleau, Robert A. Luthy, Serge Desplanques, Philip Chaley, Georges Coquel, Louis Matigot, N. C. Neistrup, Victor H. Marquis, Dr. Stefan Karas, Dr. Peter S. Heilperin, Francois Goby, Roger Hecq, Albert Stasse, Gerard Danco, John Lamusse, Lucian David, B. D'Ancona, Jean W. Baer and Thomas Biallo.

Harold Hutchins Joins Pantone Press Staff

Harold Hutchins, publisher of *Drug & Cosmetic Newsletter* and formerly editor of *American Druggist*, has joined the executive staff of Pantone Press. He will head up their new Drug Division, catering to the printing needs of proprietary medicine houses, sundry concerns, chemical and pharmaceutical manufacturers. Mr. Hutchins will make his headquarters at Pantone's New York offices, 461 Eighth Ave., and continue publishing his Newsletter at Mount Vernon, N. Y.

Pantone Press is well known to the cosmetic industry for its creation of outstanding sales aids, especially their shade selectors used by leading cosmetic and toiletry concerns. The Cosmetic Division of Pantone Press has been under the supervision of Sidney Kellman for the past six years, while Herbert H. Cooper, Inc., has represented Pantone on the West Coast, with offices at 723 East California St., Pasadena, Calif.

Within the next 60 days, Pantone Press will greatly enlarge its New York offices to keep pace with the rapidly expanding art, color matching and printing facilities that have made Pantone Press a dominant color card printing house in the cosmetic field.

NYU Aromatics Students Hear Expert in the Field

Ernest Shiftan, perfumer of van Ameringen-Haebler, Inc., New York, discussed "Progress in Perfumery" on December 15 before the class in aromatics offered by New York University's Division of General Education. Previously, on December 8, Dr. Kurt Kulka, research chemist for Dodge and Ol-

cott Co., Inc., Bayonne, N.J., covered "Natural and Synthetic Flavor Aromatics." Samuel Klein is the course's instructor.

Mineral Spring Baths Afforded by New Cosmetic Product

The benefits of a mineral bath in the privacy and convenience of



Mineral bath at home.

the home is afforded by Desert Springs, announced by the Desert Springs Co., Pasadena, Cal. Six bath packages are contained in a box which sells for \$3 or 12 in a box for \$5 retail. A packet of Desert Springs is dissolved in the tub and it is claimed that the water so treated affords relaxation.

John Buslee, Mid West Essential Oil Executive died December 5

John Buslee, president of Neumann-Buslee & Wolfe Inc., prominent Chicago essential oil firm, died December 5 in the St. Francis Hospital, Evanston, Ill.

Mr. Buslee was born in Chicago, January 24, 1886 and began his business career with the M. L. Barrett Co. of Chicago, later working for the National Aniline & Chemical Co. In 1920 he was one of the founders of Neumann-Buslee & Wolfe Inc., serving as vice president and secretary until the retirement of John H. Neumann in 1944 and as president until the time of his death. He was a member of the Chicago Drug & Chemical Assn. and the Essential Oil Assn. of the U.S.A. He is survived by his widow, Olga and a daughter, Mrs. Gene Kielhofer.

Mr. Buslee was highly respected throughout the essential oil industry where he won a host of friends in all parts of the country for his sterling honesty and progressive business methods.

Norda Names Agents in Mexico, Philippines, So. California

The Norda Essential Oil & Chemical Co., in its current expansion program, has appointed the A. W. Horton Co. as its representatives in Mexico and the Philippines and Ken Rickard as its southern California Manager, with headquarters at 2800 East 11th St., Los Angeles 23, California.

Mr. Horton, who is well-known in the areas he represents, plans to establish branch offices with complete warehouse stocks and native representatives in each country. Mr. Rickard has been with Dodge & Olcott for the past 15 years and is very well-known in the industry on the Pacific Coast. In addition to southern California, he will also be actively engaged in Norda business in the Southwest.

Lever Bros. Advertises Chlorodent Test Claims

Lever Bros. Co. is undertaking an extensive newspaper campaign for Chlorodent featuring the results of a nine-month research study in Boys Town, Neb. The advertising claims that "simply brushing teeth with Chlorodent chlorophyll toothpaste brought striking reduction in the number of cases with moderate, severe and very severe gingivitis." Results of the study were also published in the October issue of the *Journal of Periodontology*, National publication of the American Academy of Periodontology.

Following publication of the advertising, officers of the American Dental Assn., in the November issue of *The Journal of Periodontology* accused the concern as acting "in a fashion contrary to the public interest." The statement asserted that the claims were "not in conformity with the careful and moderate statements in the manuscript." They also said that while the percentage of improved cases was significantly higher in the group using the chlorophyllin pastes than in the control groups after two months, such was not the case after nine months of use.

Irving Biber Founders Independent Drug, Chemical Firm

Irving Biber, founder and president of the Day Chemical Co., Inc., has severed all connection with Day-Baldwin, Inc., and hence will operate as Biber Pharmacal Co. Temporary address of the drug and chemical firm is 463 Lenox Ave., So. Orange, N. J.



Chlorhydrol*

AN EFFECTIVE
and
ECONOMICAL
ASTRINGENT

- it is an anti-perspirant
- it is non-irritating to the skin
- it is only mildly acid
- it possesses deodorant properties
- it requires no buffering
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The wide acceptance of Chlorhydrol as the active ingredient in anti-perspirant and deodorant preparations demands a critical review of your own product. Specify Chlorhydrol and you will have the best.

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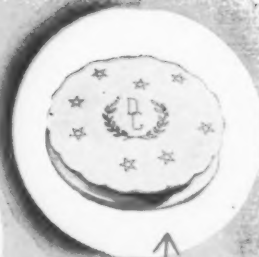
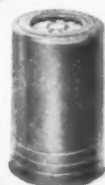


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Handy-Dispenser for Scouring Powder adds Sales Appeal to Nationally Famous Cleanser



Beautifully Molded Powder Boxes and Rouge Cases add Sales Appeal to Cosmetics

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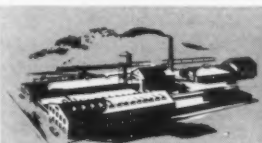
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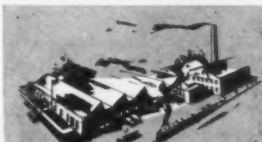
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Polak & Schwarz Completes Teterboro, N. J., Factory

Polak & Schwarz, Inc. now have completed their new manufacturing facilities in Teterboro, N. J. The old factory site in Guttenberg, N. J., will be kept as a supplementary plant and warehouse. The new factory has been under construction for the past year, built to the company's own specifications. It affords P & S much larger quarters

as well as faster shipping service, especially to distant points, due to the fact that the Teterboro Airport is adjacent.

P & S announces that this new plant is just one of the many projects planned in their continuing expansion programs to better serve their customers. For the present, sales headquarters are still maintained in New York City with branches in Chicago, Detroit, Milwaukee, Los Angeles, and Toronto.



Polak & Schwarz's new Teterboro, N. J., factory.

New York Board of Trade DCAT Forms Past Chairmen Committee

A special DCAT advisory committee composed of all past chairmen was formed at a meeting of past chairmen on November 12 at the Drug & Chemical Club.

Present DCAT chairman Lloyd I. Volckening (president, The Ivers-Lee Co.), outlined the Sec-

tion's program for the future, including an expanded bulletin service, and stated that further meetings would be called to obtain the advice of the DCAT "young elder statesmen" on Section problems, it has been reported.

All past chairmen were also made permanent members of the Honor Guest Committee for the Section's annual March dinner.



Seen at the meeting of DCAT past chairmen at the Drug & Chemical Club are, seated, from left to right: present DCAT Chairman Lloyd I. Volckening, president, The Ivers-Lee Co.; S. B. Penick, Jr., president, S. B. Penick & Co.; Carl M. Bigelow, director pharmaceutical dept., Calco Chemical Div., American Cyanamid Co.; Helen L. Booth, DCAT secretary; S. B. Penick, Sr., Chm. of Bd., S. B. Penick & Co.; J. J. Toohy, v.p., E. R. Squibb & Sons; and Robert B. Magnus, v.p., Magnus, Mabey & Reynard, Inc. Shown standing are, from left to right: Charles P. Walker, Jr., dir. & gen'l. sales mgr., Chas. Pfizer & Co., Inc.; Carl M. Anderson, v.p., Merck (North America) Inc.; Fred J. Stock, Mathieson Chemical Corp.; Harold C. Green, Nat'l. Accounts Exec., L. Sonneborn Sons, Inc.; James DeCesare, pres., White Labs, Inc.; Joseph A. Huiscking, v.p., Fritzsche Bros., Inc.; Harold M. Altshul, pres., Ketchum & Co., Inc.; Charles M. Macauley, Charles M. Macauley & Associates; and present DCAT vice chairman, Stanley I. Clark.

M. Argueso & Co., Inc. to Move to Mamaroneck, N. Y.

M. Argueso & Co., Inc., importers of vegetable waxes, New York

City, is constructing executive offices in Mamaroneck, N.Y., at 441 Waverly Ave., where they will locate on or about January 1, it has been announced.

First Nine Months' Soap, Detergent Sales Up 1.5%

Soap and detergent sales for the first nine months of 1952 are up 1½ per cent over nine months in 1951. Increased business during the third quarter this year more than offset the decline in sales reported at the half-year mark. According to the quarterly sales census conducted by the Assn. of American Soap & Glycerine Producers, Inc., 90 manufacturers representing a very substantial portion of the industry's volume reported soap and synthetic detergent sales for the three quarters this year totaling 2,567,196,000 pounds compared with 2,540,350,000 pounds sold during the first nine months last year. Sales for three months ending September 30 were 10 per cent above the same period in 1951 and were 5½ per cent above the preceding three months this year.

Reported sales of soaps only, solid and liquid, for this first nine months amounting to 1,449,761,000 pounds were 9½ per cent under sales for same period in 1951. However, synthetic detergent sales totaling 1,126,435,000 pounds were 20 per cent ahead of sales for the nine months of 1951.

Dollar sales of all soap and synthetic detergents during the first nine months of 1952 compared with the same period a year ago indicate a decline of 7½ per cent. Dollar sales of soaps only, solids and liquids, were off 21 per cent. Dollar sales of synthetic detergents were up 14 per cent.

Gallowhur Chemical Corp. Acquires Canadian Plant

Gallowhur Chemical Corp., which has marketed Skol Suntan Lotion and Skat Insect Repellent, has acquired the chemical plant formerly occupied by Steroid Labs. at Grenville, P.Q., Canada. Gallowhur Chemicals of Canada, Ltd. has been organized to operate the plant.

American Perfumer Article Photo Showed Dr. Crocker

The photograph heading Dr. Paul Z. Bedoukian's article on "Aspects of Aging in Perfumes" in the October issue of *The American Perfumer* showed Dr. Ernest C. Crocker, member of the Arthur D. Little, Inc. Flavor Laboratory for the past 32 years, and one of the foremost authorities in flavor and odor in the country.

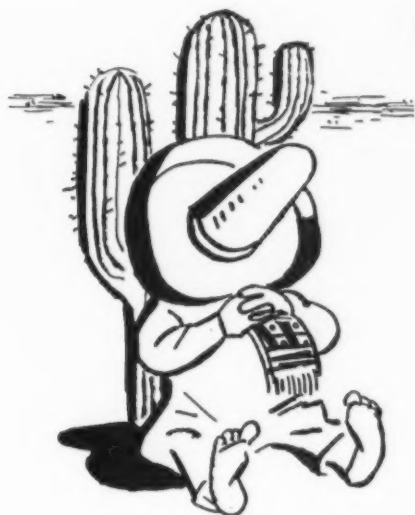
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Owens-Illinois Glass Co. Makes Changes in Top Posts

Owens-Illinois Glass Co. has announced six major changes among its top executives, five of them associated with the glass container division.



Sidney F. Davis

Smith L. Rairdon, vice-president and division general sales manager, has been named vice-president and director of marketing. He will be succeeded as division general sales manager by Sidney F. Davis, manager of food industries sales since 1947.

C. G. Bensinger, vice-president and general manager of the Pacific Coast division, San Francisco, will be transferred to the general offices, Toledo, as general manager of the

glass container division. He will succeed Henry S. Wade, who has been appointed vice-president and general manager of the Pacific Coast division, in charge of all of the company's West Coast operations.

Effective date of the appoint-



Smith L. Rairdon

ments of Mr. Rairdon and Mr. Bensinger is January 1 and for Mr. Wade and Mr. Davis, December 1.

In a separate action taken by the board of directors, George S. Babcock, manager of the closure and plastics division, was elected a vice-president of the company and Hugh C. Laughlin, vice-president and general manager of the administrative division, was elected executive vice-president and member of the board.

Joe Keho, Paul Carey Named to Lehn & Fink Board

Joseph Keho, president of Dorothy Gray, Ltd., a Lehn & Fink sub-



Paul Carey

sidiary, and Paul Carey, general manager of the Tussay Cosmetics Division of Lehn & Fink, have been elected to the board of directors of

the parent company, it has been announced.

Mr. Keho, a former general manager of Tussay, has been with Lehn & Fink since 1933. He was president



Joe Keho

of the T.G.A. from 1950 to 1952. Mr. Carey, a former Tussay sales manager, has spent 20 years with the concern.

DR. R. H. HARTIGAN has been appointed assistant director of research on the executive staff of the

Mellon Institute of Industrial Research, at the University of Pittsburgh.

Edward S. Buckley Honored by Associates for 50 Years of Service

Edward S. Buckley, partner in the firm of Thurston & Braidich was honored by his close associates on the completion of his fiftieth anniversary with the firm, November 20.

It was in 1902 that Mr. Buckley entered the employ of Thurston & Braidich when they were at 128 William St. He started in the vanilla bean department where he has always remained, making himself one of the best informed men on all phases of the industry. In 1934 he was admitted to partnership in the firm.

From 1941 to 1946 he served as president of the Vanilla Bean Assn. and during the war worked so closely with the French government and was of such great assistance to the industry in successfully arranging for the continuous importation of vanilla beans from Madagascar that the French government in 1951 awarded him the Diplome de Chevalier de l'Ordre du Merite Commercial.

Cosmetic Credit Men Plan Party and Philadelphia Meeting

The Drug, Cosmetic & Chemical Credit Men's Assn. will hold its annual Winter party at the Hotel Martinique, New York, January 30. A pre-Xmas cocktail party is to be held December 18 at the association headquarters, 142 Lexington Ave. The committee in charge of the Winter party is composed of W. E. Foster, Joseph Dougherty and Louis Van Orden. The February meeting of the association will be held in Philadelphia.

Kings Men, Ltd. Opens New York Sales Office

Kings Men, Ltd., men's cosmetics manufacturer, has opened a new sales office and display room at 200 Fifth Avenue, New York. It is headed by William Randall, who is in charge of New York and New Jersey sales.

30-Day Campaign Introduces Sugarless Soft Drinks

No-Cal, a soft drink claimed to be non-fattening and to contain no sugar, is being introduced by Kirsch Beverages, Inc. in the New York City area with a 30-day television, radio and newspaper campaign. The product comes in five fruit flavors.

Among Our Friends

DR. PAUL Z. BEDOUKIAN, author of *Perfumery Synthetics and Isolates* and well known to our readers as a contributor of scientific articles has been appointed chief chemist of Faberge, Inc. in full charge of the manufacturing and development of its products.

CHARLES REVSON, president of Revlon Products Corp., and Revlon International Corp., has been named chairman of the Cosmetic and Drug Division of the Federation of Jewish Philanthropies for the 1952 campaign. Members of the industry's committee include LOUIS I. FURLAGER, Furlager Mfg. Co.; HUGO MOCK, Mock and Blum; JACK I. POSES, D'Orsay Sales Co.; SAMUEL RUBIN, Faberge, Inc.; RICHARD SALOMON, Charles of the Ritz; OSCAR KOLIN and BENSON STORFER.

W. KYLE SHEFFIELD, executive vice president of the Sheffield Tube Corp. has again become a grandfather. His son, PETER KYLE SHEFFIELD who is connected with the Chicago office of

the company, and Mrs. Sheffield have been receiving congratulations on the birth of their third son DAVID TRACY SHEFFIELD October 28.

OSCAR KOLIN, vice-president in charge of sales for Helena Ru-



Oscar Kolin

binstein, who has entered his 25th year with the company, was honored with a gala surprise party given by Madame Helena Rubinstein on November 17 at her penthouse apartment.

W. H. SPREEN has been appointed mid-western district sales manager for Heyden Chemical

Corp. with headquarters at Heyden's Chicago branch office.

MALCOLM D. SANDERS has been named executive vice-president of Innis, Speiden & Co., Inc. Before joining Berkshire Chemicals, the parent company, Mr.



Malcolm D. Sanders

Sanders was a vice-president and director of Gallowhur Chemical Co., Inc., for three years. Previously, he had been with Antara Products, division of General Aniline & Film Corp., in a sales capacity. Mr. Sanders is a graduate of Yale and has studied business administration at Harvard and chemistry at Columbia.



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NATURAL PERFUME MATERIALS

A Study of Concretes, Resinoids,
Floral Oils and Pomades
By Y. R. NAVES and G. MAZUYER

Translated by
EDWARD SAGARIN, Givaudan-Delawonna, Inc.

This excellent volume offers a diversity of materials that will be of interest to all those connected with the perfume industry. In addition to being a well documented history of the methods of extraction of perfumes and the agents employed in the course of the centuries, **NATURAL PERFUME MATERIALS** describes the raw materials used in the extraction; the choice, purification and recovery of volatile solvents; the preparation of tinctures and infusions; the treatment of concretes; resins and balsams; the extraction of the aromas of fruits and distilled flower waters; the manufacture of pomades and perfumed oils by the use of vegetable and animal fats and mineral oils, properly chosen and prepared; the processes of digestion and enfleurage on solid and liquid absorbents; and finally, the extraction of decolorized absolutes and pomades from the diffused products.

Also included is information on the chemical composition and analytical examination of the products of extraction by volatile solvents, enfleurage and digestion. The book concludes with a series of descriptions of plant and raw materials that are subjected to extraction.

355 Pages Illustrated \$7.50

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R. E. HILBRANT, sales manager of the Colgate-Palmolive-Peet Co. toilet goods division, has been



C. G. Green

promoted to the newly created position of promotional and merchandising manager. C. G. GREEN, formerly assistant sales manager of the division, has been named field sales manager and will be in charge of all selling operations and sales personnel. J. L.

BRICKER and R. G. URBAN have been named assistant promotional and merchandising man-



R. E. Hilbrant

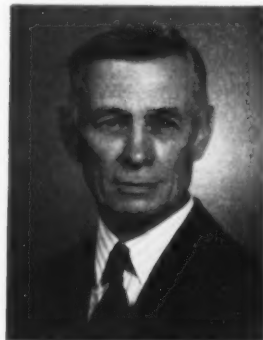
agers. H. A. LIMBACH has been promoted to the position of assistant sales manager and will be in charge of the eastern and central divisions. M. C. ALVERSON, assistant sales manager, will be responsible for the southern and western divisions.

ager in Detroit, Philadelphia, and Chicago before becoming president of Dodge & Olcott, Inc. on July 1, 1948.

Montgomery St. Alphonse

Montgomery St. Alphonse, one of the foremost executives in the essential oil industry in Canada where he had served the organization of W. J. Bush & Co. (Canada) Ltd., Montreal, since 1920, died November 23 at his home in Mt. Royal following an illness of several weeks.

Mr. St. Alphonse was known



Montgomery St. Alphonse

throughout the world on account of his 52 years of association with W. J. Bush & Co. Ltd., London, which he joined after completing his education. He went to Canada in 1920 where he directed the company's subsidiary there up to 1949 when he relinquished his position of secretary and treasurer of W. J. Bush & Co. (Canada) Ltd. but continued his other interests in the company. He was a member of the board of directors of the parent company W. J. Bush & Co. Ltd., London England, and also of the Canadian company as well as being a director of W. J. Bush & Co. Inc. As a young man he had worked in France for the parent company and when he came to Canada he was well versed in the French language, an asset which proved to be of much help to him there. In fact he regarded himself as a Canadian and took an active part in civic affairs in Montreal and in the Province of Quebec. During the war he was a member of the Canadian Mounted Police and served in the bureau of investigation, a bureau similar to our own F. B. I.

Mr. St. Alphonse was a grandson of the late W. J. Bush. He is survived by his widow and two married daughters and a grandchild.

FRANCOIS GOBY, director of Tombarel Freres, Grasse, France returned home November 21 on the Liberté after spending seven weeks in the United States. It was his 52nd crossing. Most of his time was spent in conference with Dr. Paul Muhlethaler, president of Tombarel Products Corp., the American branch and other executives of the company. Mr. Goby found business active and he has every confidence that it will continue. Prices of natural floral products are lower than they have been for some time and this, he feels, should encourage the use of the better raw materials to improve the quality of perfumes and toilet preparations.

LEROY R. ROOT of the Scovill Manufacturing Co. who suffered a heart attack recently has been discharged from the hospital and is now reported to be recovering nicely in Florida.

KARL VOSS, directing head of the Karl Voss Corp. left Roosevelt Hospital New York November 19 where he underwent two operations. His many friends in the industry will be glad to learn that he is recuperating satisfactorily at his home in Wyckoff, N. J.

DON S. COWLING of Canoga Park, Calif., who is well known throughout the industry accompanied by Mrs. Cowling sailed on the

Liberté November 21 on a pleasure trip to Europe. They planned to stay ten days in London, seven days in Paris and Grasse and ten days in Italy visiting Milan, and Florence. They will sail home December 31.

Obituary

Joseph F. Rudolph

Joseph F. Rudolph, President of Dodge & Olcott, Inc., oldest Essential Oil house in the United States,



Joseph F. Rudolph

died November 23 at the age of 55 after a short illness. Mr. Rudolph was born October 22, 1897 in Brooklyn, New York, and began his business career in 1914 at the old Columbus Distilling Co., Greenpoint, Brooklyn, a subsidiary of U.S. Industrial Chemicals, Inc. He served U.S. Industrial Chemicals Company as District Sales Man-

Market Report

Glycerine Up; Alcohol Breaks

PRICE movements in essential oils were confined within narrow limits over the past month but wide fluctuations featured a number of basic items.

Industrial Alcohol Breaks

Industrial alcohol prices broke sharply under the influence of keen competitive conditions. The reduction amounting to 14½¢ to 15¢ a gallon represented the first change in the market price since May when quotations were reduced from 75¢ to 55¢ a gallon. The latest reduction established the tankcar price for tax free alcohol 190 proof at 40¢. It is difficult to tell whether the market has finally reached the bottom since efforts on the part of molasses producers, basic material used in fermentation alcohol, to hold their market in the face of an expanding production of low cost synthetic alcohol could result in further reductions in alcohol.

Glycerine Price Rises

Another major and rather unexpected price development occurred when major glycerine refiners announced an increase in their selling schedules by 5¢ a pound. The advance was attributed to a generally tight supply situation and rising costs of crude glycerine. Back in September trade factors believed that there would be a more pronounced increase in stocks and that the industry would go into a new year with a supply of about 50,000,000 pounds. However, the release of September figures showed that stocks in that period had actually declined to 39,585,000 pounds from 42,200,000 pounds on hand at the end of August. As much as 24½¢ a pound was quoted for Argentine crude and following the advance in refined glycerine as much as 25¢ to 29¢ a pound was quoted for small lots of domestic crude soap lye.

The demand for glycerine has been steadily increasing, particularly in the synthetic resin field for surface coatings. Moreover, the usual seasonal upturn in the call

for the account of pharmaceutical and toiletry manufacturers served to aggravate the tight supply.

Cream of tartar and tartaric acid have been gradually working lower in price with the latest declines amounting to 2½¢ a pound. The reductions announced by domestic makers were brought about by the low prices at which imported materials have been selling in this market. The demand for these products has only been fair for some time.

Lemongrass, Citronella Soft

Among the miscellaneous oils, lemongrass and citronella continued to display a soft tone. Some trade factors believe however that the situation in Formosan citronella has about reached a turning point in the downward trend that has been noted in prices for more than a year. While this year's production of Formosan citronella is still in the process of distillation, it is estimated that the output will amount to 3,000,000 pounds. However, the crop is running into its fifth year. Therefore it is reasonable to expect a much lower yield of oil from the grass in the future.

Next year's crop is likely to be reduced by 20 percent with a corresponding increase in cost as the result of the lower yield. By the end of this year, imports of citronella oil into this country from Formosa will exceed 2,000,000 pounds, according to reports. Based on latest trade estimates, the area under lemongrass in India amounts to approximately 28,000 acres covering the fiscal year 1952-1953. This is in contrast to 35,000 acres in 1951-1952 and 30,000 acres in 1950-1951. The reduction in acreage is attributed to a general decline in prices and diversion of land for more food crops. Oil production in 1952-1953 is placed at 400 to 500 tons with carryover stocks estimated at 75 tons.

Although the trend in spearmint oil was downward in the early weeks of last month, late reports

from the country indicated a reversal in the market. Because of the sharp rise in consumption in a number of relatively new products, the longer term outlook in spearmint is regarded as very firm. The price trend in peppermint has continued to favor buyers but the situation generally bears watching since the harvesting of the important midwest crop was reported to have been smaller than last season. Peppermint is one of the major items in the flavoring oil group and toward the close of last season very little high test oil was unsold. Californian and Floridian orange oils displayed a soft tone.

Other Domestic Oils

A number of other oils of domestic origin displayed a hardening trend such as wormseed and dill. A severe winter would tend to have a strengthening influence upon such articles as cedarleaf and cedarwood.

While no unusual activity was noted in menthol, some trade observers were inclined to take on a more favorable view of the market. Prices are continuing at the lowest levels for more than a year but a favorable factor in the situation is that more recent declines have only been slight. The Japanese variety continues to display a degree of strength and a severe winter could bring about a better replacement demand for merchandise, it is believed.

Basic chemicals such as the alkalis and potash salts showed little change over the past month. Alkali manufacturers were actively engaged in booking contracts for 1953 delivery at prices that have remained in force over the past year. There were ample quantities of benzol available in the market to take care of overall requirements. Toluol has turned decidedly firmer, however, as the result of substantially heavier shipments for aviation gasoline and the manufacture of TNT for the armed forces in Korea.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	2.85@	4.25
Sweet True	.55@	.90
Apricot Kernel	.40@	.60
Amyris	1.80@	2.15
Angelica Root	85.00@	120.00
Anise, U.S.P.	2.35@	2.50
Avocado	1.00@	Nom'l
Bay	1.55@	2.10
Bergamot	14.00@	16.00
Artificial	3.00@	4.25
Birchar, crude	1.80@	2.15
Birchar, rectified	2.85@	3.25
Boise de Rose	3.90@	4.50
Cajeput U.S.P.	2.25@	3.00
Cajeput (technical)	1.90@	2.20
Calamus	12.00@	20.00
Camphor "White"	.30@	.50
Cananga, native	9.00@	10.15
Rectified	11.00@	12.50
Caraway	3.75@	4.80
Cardamon	50.00@	62.50
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	5.25@	6.50
Cedar leaf U.S.P.	2.35@	3.00
Cedar Wood	.55@	.70
Celery	16.50@	20.00
Chamomile Hungarian	255.00@	300.00
Cinnamon oil, Bark	26.00@	45.00
Leaf	2.10@	3.10
Citronella, Ceylon	.55@	.90
Java	1.10@	1.25

Java type	.45@	.80
Cloves, from buds	7.75@	8.50
Leaf	3.00@	3.85
Copaiba	2.00@	2.35
Coriander	23.00@	26.00
Croton	4.50@	5.25
Cumin	4.95@	5.80
Oil—		
Weed	3.55@	3.85
Seed, Indian	3.65@	4.00
Erigeron	6.50@	7.00
Eucalyptus 80-85%	1.10@	1.45
70-75%	.90@	1.30
Fennel, Sweet	2.45@	3.00
Garlic (oz.)	7.50@	8.25
Grapefruit	2.65@	2.85
Geranium, Rose, Algerian	12.50@	20.00
Bourbon	13.00@	17.25
Turkish	7.25@	8.20
Ginger	14.35@	16.25
Guaiac (Wood)	1.65@	2.00
Hemlock	2.15@	2.75
Juniper Berry	2.55@	2.75
Laurel leaf	9.65@	12.00
Lavandin	3.00@	4.00
Lavender, French 40-42%	6.25@	7.75
Spike	1.50@	2.25
Lemon, Calif.	5.90@	6.25
Italian	5.90@	10.25
Lemongrass	.80@	1.35
Limes, distilled	6.50@	7.40
Expressed	7.35@	9.25
Linaloe wood	3.85@	4.20
Lovage (oz.)	10.00@	12.00
Mace	3.55@	4.25

Marjoram	3.40@	4.00
Neroli—		
Haitian	90.00@	110.00
French	220.00@	250.00
Nutmeg, East Indies	3.45@	4.00
Ocotea Cymbarum	.60@	.80
Olibanum	5.60@	7.40
Opopanax	45.00@	48.00
Orange, Florida	.90@	1.25
Brazilian	1.50	Nom'l
Calif., exp.	.90@	1.75
Distilled	.80@	
Origanum	2.10@	3.00
Urris Root, concrete (oz.)	7.00@	10.00
Concrete, extra	10.50@	15.00
Patchouli	7.00@	10.00
Pennyroyal, Amer.	4.10	Nom'l
European	2.15@	2.60
Peppermint natural	5.75@	6.40
Redistilled	6.15@	6.85
Petitgrain	2.45@	3.00
Pimento, Berry	4.80@	5.50
Leaf	2.45@	2.80
Pinus Sylvestris	2.50@	3.00
Pumilio	3.15@	4.00
Rose, Bulgaria (oz.)	58.00@	72.50
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.65@	1.00
Sage, Spanish	.90@	1.35
Sage, Dalmatian	8.25@	9.85
Sandalwood, N. F.	11.00@	11.50
Sassafras—		
Artificial	.65@	.85
Snake root	31.00@	35.00
Spearmint	8.00@	9.50



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Spruce	2.25@	2.75
Sweet birch Southern	2.10@	3.00
Northern	4.95@	8.00
Tansy	8.35@	9.00
Thyme, red	2.00@	2.65
White	2.35@	2.90
Valerian, extra	75.00@	88.00
Vetiver—		
Bourbon	22.25@	28.00
Haitian	18.00@	25.75
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	5.85@	13.50
Wormseed	8.25@	9.40
Wormwood	5.75@	6.85
Ylang Ylang, Bourbon	17.00@	22.50
Haitian	12.85	Nom'l

TERPENELESS OILS

Bay	3.00@	3.60
Bergamot	18.50@	22.00
Grapefruit	50.00@	75.00
Lavender	11.00@	15.00
Lemon	53.70@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	135.00@	155.00
Peppermint	15.25@	16.00
Petitgrain	5.25@	6.10
Spearmint	12.50@	14.25

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Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.40@	2.75
Aldehyde C 8	9.00@	11.00
C 9	16.75@	17.10
C 10	7.30@	7.75
C 11	18.60@	20.00
C 12	15.00@	15.75
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.05@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate90@	1.00
Amyl Valerinate	2.10@	2.40
Anethol	1.35@	2.00
Anisic Aldehyde	2.65@	2.95
Anisyl Acetate	6.00@	6.75
Benzyl Acetate75@	.85
Benzyl Alcohol78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.43@	1.52
Cinnamic Alcohol	2.75@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	3.25@	3.75
Citronellol	2.00@	2.40
Citronellyl Acetate	2.55@	3.00
Citronellyl Butyrate	4.35@	5.00
Coumarin	2.75@	3.25
Cuminic Aldehyde	5.50@	6.00
Cyclonol	2.85@	3.15
Diethylphthalate45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide60@	.75
Ethyl Acetate30@	.35
Ethyl Benzoate85@	.90
Ethyl Butyrate85@	.95
Ethyl Capronate	2.00@	2.63

Ethyl Cinnamate	2.50@	2.80
Ethyl Formate70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.70@	2.00
Eugenol	2.90@	3.50
Geraniol, dom.	1.25@	2.25
Geranyl Acetate	1.55@	2.10
Geranyl Butyrate	4.50@	5.00
Geranyl Formate	4.65@	4.95
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.60@	4.00
Hydrotropic Aldehyde	6.00@	6.35
Hydroxycitronellal	6.25@	6.90
Indol, C. P.	19.00@	19.50
Iso-borneol	1.65@	1.80
Iso-butyl Acetate85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.80
Linalool	5.85@	7.00
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(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
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Bourbon	4.00@	4.35
Mexican, cut	3.85@	4.10
Mexican, whole	4.25@	4.50
Tahiti	3.25@	3.40
Tonka Beans Surinam	1.10@	1.35
Angostura	1.75@	1.80

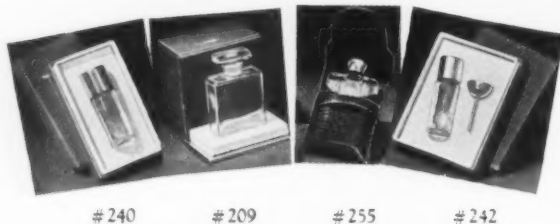
SUNDRIES AND DRUGS

Acetone	10 1/4@	14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.10@	1.35
Canada fir, gal.	32.50@	34.00
Peru	1.35@	2.00
Beeswax, bleached, pure		
U. S. P.70@	.75
Yellow, refined60@	.65

Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate07 3/4@	.08 1/4
Phosphate, tri-basic07 1/2@	.07 3/4
Camphor, pwd., domestic60@	.62
Castoreum, nat., cans	7.00@	10.00
Cetyl, Alcohol Extra	1.32@	1.37
Chalk, precip. bags, clts02 1/2@	.03
Cherry Laurel Water, jug, gal.	1.25	Nom'l
Citric Acid	28 1/2@	29 1/2
Civet, ounce	4.25@	7.80
Cocoa butter71@	.71 1/2
Cyclohexanol (Hexalin)34 1/2@	.35
Dextrine, white, cwt.	8.72@	8.87
Fuller's Earth, Mines ton	27.00@	30.00
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58° light, 100 pounds ..	1.60@	4.62
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Violet Flowers	1.85	Nom'l
Zinc stearate, U.S.P.37@	.39
Oxide, U.S.P.17 1/2@	.18 1/2

OILS AND FATS

Castor, refined, drums	28 1/2@	.29
Coconut, crude, Atlantic ports, tanks16@	.16 3/4
Double distilled, drums	23 1/4@	24 1/4
Corn, crude, Midwest, mill, tanks	14 1/2@	.15
Corn Oil, refined, tanks ..	17 1/2@	.18
Cottonseed, crude tanks ..	13 3/4@	.14
Grease, white06 1/4@	.06 1/2
Lard, Chicago08 3/4@	.08 3/8
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Peanut, refined tanks	24 1/2	Nom'l
Red Oil, single distilled drums	13 1/4@	.15
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Triple Pressed	14 1/4@	.15
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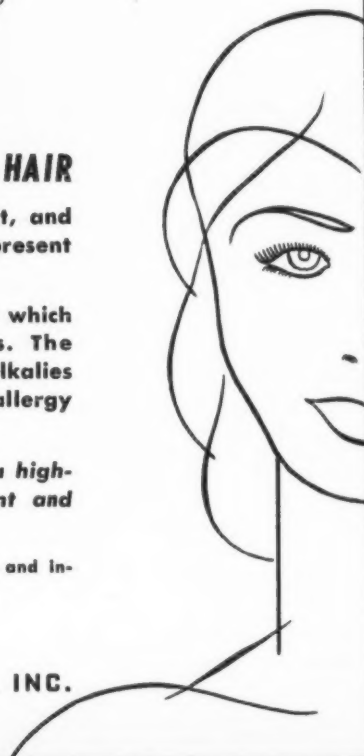
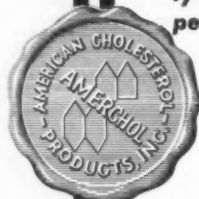
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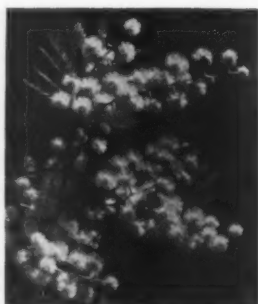
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